

LOAN DESK

TEACHERS COLLEGE

FEB 28 1934

# PRINTERS' ~~LIBRARY~~ INK



Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

VOL. CLXVI, No. 8

NEW YORK, FEBRUARY 22, 1934

10c A COPY

## \$10,000

will be paid to any one who can prove that today's GIRARD cigar contains any but ten-cent-quality tobacco. Only IMPORTED filler—no domestic.

## STRAIGHT FROM THE SHOULDER

ADVERTISING appeal — like fisticuffs — has its times and places for the feint and jab. But, there also comes the moment and occasion for the lusty wallop that admits no foolin'.

Cigar smokers, as a whole, disdain coddling. Just as they like to stick out their chins to meet a smoke that goes smack home, so do they like straight shooting, unmincing claims that pack all of the manufacturer's faith-in-his-product.

Webster-Eisenlohr, Inc., and Advertising Headquarters, as backer and trainer, agreed that Girard cigar, if reduced in price to 5c—with quality unimpaired—had the "makings" of a champion. This was done and challenges, such as the above, are being issued to all comers. And is Girard drawing the gates! "You said it!"

### N. W. AYER & SON, Inc.

*Advertising Headquarters*

WASHINGTON SQUARE, PHILADELPHIA

New York

Boston

Chicago

San Francisco

Detroit

London

*"We are what we are because we have been doing what we have been doing"—Federal is a force in Advertising Agency practice after twenty-five years because it always combines good merchandising sense with good advertising copy, undisturbed by the passing aberrations of the times.*




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444 MADISON AVENUE, NEW YORK  
TELEPHONE: ELDORADO 5-6400

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# PRINTERS' INK

NEW YORK, FEBRUARY 22, 1934

## This Week

IN his radioed address to the Columbia alumni on Lincoln's Birthday, Professor Tugwell interpolated into his discussion of the Copeland Bill a phrase that must have puzzled many of his listeners. The nation, he said, is moving away from a capitalistic economy and toward a "consumer economy."

There are those who wonder just what kind of economy a consumer economy could be. If an economy is a workable management of the housekeeping of a State, then, unless it is to contradict its own terms, that economy must constitute itself a closed system. It must leave no ends untied. That which it produces it must wholly consume; and that which its consumption requires it must produce in suitable quality and at prices that its consumers can afford to pay.

It seems obvious that no economy can live one-sidedly. No economy can endure whose especially fostered function is consumption-by-edict, or consumption-by-governmental-guidance.

Professor Tugwell is an economist; and economics, as we recently have seen, threatens to displace mathematics as the most romantic of the sciences. Give an Einstein a pencil, a telescope, and a fiddle, and he'll upset an ancient geometry. But give an economist a drawing board, a pipeful of tobacco, and an hour or so of seclusion and he'll lay out the blueprints for tomorrow's millennium.

The difficulty seems to be that the economist can't see over the back fence. He can't hear what the neighborhood is saying. He can't go along while his wife goes shopping.

One reason why women will not buy by specification, says Christine

Frederick in this week's P. I., is that the would-be specifiers are afflicted with "slide-rule psychosis."

Mrs. Frederick speaks as a consumer. She speaks with spirit and with conviction. She writes, not fanciful stuff, but facts.

\* \* \*

However, we're playing no favorites; for, spiritedly, C. B. Larrabee spans those advertisers who, enacting a "swell idea," go so ecstatically haywire in their advertising that "the consuming public is treated to the unpleasant sight of a group of manufacturers washing an industry's dirty linen." If business is to demonstrate that it can police itself, Mr. Larrabee remarks, then let it unleash its policemen and inculcate into them the realization that their job is to keep the peace. You'll find Mr. Larrabee holding forth under the inviting headline, "Too Hot to Handle."

\* \* \*

What seems to be the final showdown on the Copeland Bill is now at hand. Senator Copeland, taking cognizance of allegations to the general effect that he is rushing his measure through without giving all elements involved their day in court—an absurd charge, of course—has set next Tuesday for a public hearing at which anybody with something to say will be invited to say it or thereafter hold his peace. Meanwhile, the Association of National Advertisers sends out a legislative bulletin inferring a dark conspiracy on the part of PRINTERS' INK and the National Publishers' Association to sell advertisers down the river. This situation is discussed on another page. Meanwhile,

Charles Wesley Dunn succeeded in getting his proposed substitute for the Copeland Bill introduced by Mrs. Jenckes, Congresswoman from Indiana. It is a good bill in many respects and some parts of it may be incorporated in the Copeland measure yet.

\* \* \*

And now, with order restored, we proceed to a consideration of new business. One way to get new business, we're told by C. N. Kirkpatrick, secretary and sales manager of the Landis Machine Company, is to equip and supervise your salesmen to the end that they may bring in orders. Mr. Kirkpatrick draws on the experiences of his own company. He tells how a capital-goods manufacturer may overcome "that no-business complex."

\* \* \*

Amos Parrish, who knows about

retailing, analyzes the Profit Prospects for Retailers in Branded Items.

Charles A. Emley, sales promotion manager of the De Long Hook & Eye Company, explains how his concern answers every inquiry.

Bernard A. Grimes presents a symposium to prove that Radio Programs Pull Best When Promoted. He draws on the experiences of such broadcasters as Best Foods, Premier-Pabst, Congress Cigar, Carnation Milk, Waitt & Bond, Bristol-Myers and other advertisers.

\* \* \*

Graphic Arts and Newspaper Publishing Codes signed by President Roosevelt \* \* \* Group Broadcasters, Inc., devoted to development of spot broadcasting, formed \* \* \* Rit Products Corporation announces increased advertising \* \* \* Sugar industry takes its case to the public in advertising.

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# Most

Last year 871 advertisers used The New Yorker.

That is more advertisers than used any other magazine.

It is 78 more than used The New Yorker in 1932.

Through the week of February 24th, 1934—384 advertisers have used The New Yorker, as compared to 285 advertisers using it in the same period of 1933.

So far as the records reveal, that is the most advertisers who have used any magazine this year.

And what a diversity they represent! It almost seems as if The New Yorker can successfully advertise most anything—at least most anything that's worth advertising.

THE  
NEW YORKER

25 WEST 45th STREET  
NEW YORK CITY

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# 301

## General Accounts Again Use The Journal Alone to Sell Milwaukee

**A**MONG the 301 general accounts which used The Journal exclusively in Milwaukee last year were scores of America's leading merchandisers who use this one newspaper in Milwaukee year after year.

All types of products have gained sales leadership in Milwaukee through this advertising policy—because The Journal is a complete, balanced newspaper equally effective for all types of advertising.

Concentrate in The Journal to sell Milwaukee thoroughly—and *profitably*.

**THE MILWAUKEE JOURNAL**

**FIRST BY MERIT**

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# Why Women Will Not Buy by Specification

A Consumer Looks at Schlink and Advertising

By Christine Frederick

THERE seems no help for it—we are in for one of the most significant and yet at the same time most wasteful and foolish clashes between certain elements of consumer-producer groups that the country has yet seen.

We are evidently in for even a kind of competition for consumer prestige between advertisers, standard periodicals and the new Government-printed "Consumer's Guide," which, we are told, is now likely to be made a bi-weekly of 100,000 circulation by the Consumers' Advisory Board.

This clash is a result of a kind of "going left" of a group of consumer leaders, real and professed, led by Mr. Schlink,

a man who is doubtless honest, as was William Jennings Bryan, but who likewise by his heat and fervor, has secured a very wide acceptance of ideas which lead backward, not forward.

Why have so many consumers, even home economics women; yes, even some business men, been confused into identifying Mr. Schlink's ideas with improvement and progress? Largely, I think, because of two reasons:

(1) Some people still, consciously or unconsciously, believe that the buyer and seller are inevitable natural enemies, and particularly that the seller is a cunning wolf preying on the buyer, with most of the advantages on his side.

(2) A general resentment developed by a fringe of unrepresentative sellers who have violated the best business standards of today.

As a matter of fact these things are mere *medieval economics*, and every general argument made, such as Mr. Schlink's, fostering them, is a most regrettable step backward, likely to cost consumers a pretty penny if it should widely

succeed. It is a step backward because, as I shall explain later, it undoes what high-grade American consumers and producers have uniquely and successfully built up for twenty-five years—a spirit of hearty co-operation for mutual benefit.

It should be said right here, however, that a part of this responsibility must be borne by the high-grade sellers who have failed to take more fully effective steps to drive out the fringe of sellers who have not lived up to the best modern standards. I have criticism even for the magazines and newspapers which have not made the fullest use of their function in serving consumers with a high admission-standard of advertising, a thoroughly competent and independent editorial service to consumers, and a laboratory test service in studying and reporting on home goods.

I have long contended, and contend again here, that the women's magazines are far more logical "consumer's research" reporting services than any service which



**NOW...**  
*Make sure of getting  
 the oil you pay for...*  
**CANNED  
 OIL**

*Sealed at the Refinery*  
**PROOF AGAINST DIRT, ADULTERATION, SUBSTITUTION**

**N**OW you don't have to worry about buying oil when you drive up to a filling station. Now you can ask for a quart of oil without the slightest risk of short measure, substitution of cheap inferior oil, adulteration with crankcase drainings.

Today, thanks to the individual refinery-sealed cans of Continental, you can be absolutely sure that the motor oil going into your engine is just as fine and pure as when it left the refinery.

Today, thousands of motorists are turning to canned oil because it is cleaner, quicker, absolutely safe and usually costs no more.

When you buy canned oil, you see the refinery-sealed can opened right before your eyes. The knives in Continental's patented cutting tool pierce the top of the can. The oil is poured directly into your engine. No chance for dirt to get in. No possibility of substitution or adulteration. No danger of short measure.

Leading refiners now offer their products in refinery-sealed cans. In fairness to yourself and your car, ask for canned oil at your filling station.

**A QUICK SUMMARY**

**Prevents substitution** . . . you see exactly what you're getting. The brand name and chemical S. & E. grade number are on every can.

**Prevents adulteration** . . . when oil is poured from a refinery-sealed can directly into your car, you know that it hasn't been diluted.

**Prevents short measure** . . . Refinery-sealed cans contain the full measure of oil when they leave the refinery (1 qt. or 5 qts.) and they must deliver that full measure to you because they are tamper-proof and completely sealed in your presence.

**Cleaner** . . . No chance for any dirt, horns or other foreign matter to contaminate the oil.

**Saves time** . . . Cans are opened in an instant by a patented cutting tool and poured while the automobile takes care of your oiling needs.

**Guaranteed pure** . . . No filling station charge on cans for the slightest possibility of adulteration since they have been pouring for the same oil served in the standard metal can.

**1. CUT OPEN**  
before your eyes

**2. OIL POURED**  
directly into engine

**3. CAN RIMMED**  
for further use

**CONTINENTAL CAN COMPANY, INC.** NEW YORK CHICAGO SAN FRANCISCO

BATTEN, BARTON, DURSTINE & OSBORN, Incorporated, ADVERTISING

Feb. 22, 1934

## PRINTERS' INK

9



**"I notice most of the oil companies are now selling motor oil in cans."**

**"Yes, and Continental Can's advertising has done a lot to sell the public on the idea."**

**"What agency does their advertising?"**

**"BBDO."**

NEW YORK • CHICAGO • BOSTON • BUFFALO • PITTSBURGH • MINNEAPOLIS

Mr. Schlink's organization can render. Why? Because (1) the publishing houses have the large capital and staffs required to set up a really adequate testing laboratory and editorial staff; (2) they have the readers in millions, who are in the habit of looking there for domestic guidance; (3) they are in a strategic intermediate position to influence effectively both consumers and producers and thus further develop the highly productive spirit of co-operation I have mentioned, for the existence of which they are already largely responsible.

#### Fostered by a Soft, Flush Era

Mr. Schlink and his associates have taken advantage of a soft, flush era when the critical spirit was not active enough in periodical and advertising circles, and when consequently the fringe of unrepresentative, below-standard advertisers and producers was larger than usual. Unquestionably Mr. Schlink's steel lance hit the Achilles' heel of advertising and there is going to be a devil of a time getting it out!

To see the fallacies in the point-of-view of Mr. Schlink and his associates, it is only necessary to look at it from the blunt, practical angle of the ordinary housewife, Mrs. John Consumer, located in let us say Huntington, N. Y., a town of 15,000 or 20,000 population. Mrs. Consumer has only a grade school education, a most limited vocabulary, a still more limited purse, and above all, she has a completely feminine nature.

I stress this latter because it is an objective fact of very decided significance. Mr. Schlink is an engineer and a man; which places him at just about the opposite end of the scale in contrast with Mrs. John Consumer. She is actuated by desires, motives and feelings which Mr. Schlink would certainly not consider important; and *per contra*, she is not much impressed with the technological approach to buying which Mr. Schlink advocates.

Take the matter of shoes and

stockings. Mrs. John Consumer and her daughters are very shoe and stocking-conscious, despite their limited purse. According to the advocates of buying by specifications the Government Bureau of Standards would publish in its Consumer's Guide a result of its laboratory tests with abrasives (supposed to equal a year's wear conditions), a list of Grades A, B, C shoes, according to how long the leather in them lasted in the tests. Mrs. John Consumer of Huntington, N. Y., is supposed, when she desires to buy shoes, to consult her "Consumer's Guide," and then go out to buy according to what she wants; Grade A if she wants long-wearing shoes, or Grade C if she wants shoes of short-wearing qualities. Boulder No. 1 in the path of this idea is the question whether Congress will have been generous and provided the large sum of money required to have the Bureau of Standards test and grade all brands and all types and styles of shoes; but let us waive this and assume that it has.

To be quite practical and realistic we must now inquire how Mrs. John Consumer ever gets to know about a "Consumer's Guide" at all, or secures a copy, or keeps supplied with current issues, since conditions are constantly changing. This is Boulder No. 2 in the path of the Schlinkian doctrine, and certainly not a small one. I understand that if the hopes of the Consumers' Advisory Board swayed by the Schlink sympathizers, are realized, an edition of 100,000 Government "Consumer's Guides" will be put out at 50 cents a year.

#### Mrs. Consumer Not a Likely Subscriber

Those of us who know Mrs. John Consumer realize that it would be almost a miracle if she should become a subscriber to the "Consumer's Guide," even if the Government should go to the enormous expense of having a subscription agent call on her. She certainly wouldn't subscribe as a result of a Government circular she received.

(Continued on page 91)

# INQUIRY COST CUT ONE-HALF IN THE NEW YORK TIMES



AUTOPOINT COMPANY  
*Subsidiary of Bakelite Corporation*  
1801-21 FOSTER AVENUE

CHICAGO

The New York Times: January 31, 1934.

Our advertisement in The New York Times proved the lowest cost piece of advertising that AUTOPOINT COMPANY has had for years. The average cost of direct inquiries from our advertising has been in excess of \$1.00 each, whereas the cost of the inquiries from the advertisement in The New York Times, was less than 40¢ each. Even now, one month after publication, we are receiving inquiries.

Very truly yours,  
AUTOPOINT COMPANY,  
*Cubahill*  
General Manager.



## The New York Times

# Jim Knox on Smell

CHARLES B. KNOX GELATINE CO.,  
INC.

JOHNSTOWN, N. Y.

Editor of PRINTERS' INK:

I read with interest the article in PRINTERS' INK of February 15, "Knox Fights Back," and perhaps you might be interested to know the "smell" campaign is not exactly new, for my good father used the same theme in magazines during the late Nineties.

I went back over old correspondence files to see why he did not keep it up and found it was because "smell" (unpleasant or otherwise) like "spit" is a nasty word and it kept many women from making any type of gelatine dessert so he dropped it and from then

on featured the finest desserts and salads that could be made with Knox Gelatine.

We certainly did not wish to enter a fight where the bullets were not aimed at us, but, like many a gangster's street fight, often an innocent bystander is hit, so I proposed, (Scotchlike) to General Foods, whose competition has always been straight shooting, that we answer Royal's destructive advertising jointly along the line of "There are still pirates, but don't be Captain Kid-ed," backed up with strong reasons for each product.

As my proposal was not accepted we are making the position of Knox Plain Gelatine clear to the public.

JIM KNOX,  
General Manager.

## Change in Steamship Account

Albert Frank-Guenther Law, New York, is now handling the transatlantic advertising of the North German Lloyd Steamship Line. Smith, Sturgis & Moore, Inc., New York, continues to handle the line's cruise advertising. Foreign language advertising continues with the Alexander Advertising Agency, also of New York.

## Youngheart with Cecil, Warwick

Sam Youngheart, recently with the Hearst Comic Weekly, and for eleven years manager of the New York office and vice-president of H. W. Kastor & Sons, has joined Cecil, Warwick & Cecil, Inc., as vice-president.

## Made Dell Promotion Manager

Alexander Stewart, formerly with Photoplay, and, more recently, with the Condé Nast Publications, has been made promotion manager of the Dell Publishing Company, New York.

## Nast Advances Porte

E. H. Porte, who has been with the Condé Nast Group in New York, has been appointed Western advertising director of the Condé Nast Publications.

## Affiliates with ASA

Louis E. Wade, Fort Wayne, Ind., has become affiliated with the Allied Service Agencies network and will represent that group in his city.

## National Biscuit Appoints

The National Biscuit Company has appointed McCann-Erickson, Inc., to handle the advertising of its crackers and biscuits, except that Botsford, Constantine & Gardner will continue to handle this advertising for the Pacific Coast territory. Batten, Barton, Durstine & Osborn, Inc., continues to handle Shredded Wheat.

## Champlain Oil to Ronalds

Champlain Oil Products Ltd., Montreal, has appointed the Ronalds Advertising Agency, Ltd., of that city, as advertising counsel. A campaign for the spring, covering Quebec, is now being prepared.

## Clemenko Joins Macfadden

H. B. Clemenko has been appointed manager of the boy sales division of the Macfadden Publications, New York. He was formerly promotion manager of the Dell Publishing Company.

## Lefton Gets Lionel

Advertising of the Lionel Corporation, New York, Lionel electric toy trains, is now being handled by The Al Paul Lefton Company, Philadelphia and New York.

## To Manage Demuth Sales

Robert L. Marx has been appointed sales manager and secretary of the Wm. Demuth Company, New York, W.D.C. pipes.



# 25,000,000 Silent Partners

Neglected Stockholders Could Do Much to Help Companies If They Only Knew What Was Going On

By John F. Gowen

IN May, 1932, PRINTERS' INK carried two articles by the writer dealing with the direct-mail methods corporations were using to enlist the support of their growing numbers of small partners, the stockholders.

These pointed out that alert executives were devoting time and money to a continuing campaign of educational propaganda designed to instil confidence in individuals by corporate frankness and simplicity—a sort of cards on the table attitude. Some 1,000 companies were thus endeavoring to get in closer touch with their stockholders.

The formula was one which treated company problems as of vital concern to those individuals who looked for income from the efforts of the managing partners in whose abilities they had invested their money. The main theme was that each individual could best serve his own interest by becoming an active booster for his company.

The difficulty appeared to be that stockholders were not spontaneously interested in furthering the success of a company and responded only to individual and selfish stimuli, so that corporations which had enjoyed during past years a cordial public reception, had acquired it only by hard work and long hours of cultivating the public mind.

Analyzing more closely, the articles set forth three objectives to such educational propaganda: (1) to secure good-will in financial circles, necessary because of the need of financing, either by public issues or private borrowing; (2) to increase sales of company products, it being recognized that women, who comprise a large proportion of stockholders, control some four-fifths of the buying power of the nation; and (3) to create opinion

in behalf of public policies that are beneficial, and against policies or legislation that may be unfavorable to a company or an industry.

In conclusion it was stated that the task of building stockholder loyalty is difficult, long and costly. It must be co-ordinated at all times with advertising and public relations work. The potentialities for good or evil are so great that its direction demands real selling ability and thorough understanding of mass psychology.

## New Ideas Being Tested

Since that time many things have happened, and so fast as to leave one dazed and breathless. Old credos and dogmas, both economic and financial, have been swept away, and new ideas are being put to actual test. Everything is revolutionary, and any plan that is demonstrable on paper can be almost certain of a trial by some department of our present startling administration. The Jeremiahs and conservatives declaim and prophesy, but their voices are unheard by the millions rallying to the calls of the leaders of the new order. From the bank closures last March to the present fury over the Tugwell Bill; from the recognition of Soviet Russia to the disclosures of the Senate Committee on Currency and Banking, things that two years ago would have created a frenzy of excitement are happening every day, and we hardly lift our eyes from the sporting page.

We have seen the country reach its nadir during the black days that followed Roosevelt's inauguration. And as a nation we thrilled at that time to his courageous words, even though since as individuals we have exercised our inalienable right to slander our Chief Executive. We have witnessed the

# NOPE



**. . . Gives  
450,000 families  
Buying Ideas**

# CHICAGO

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# ***mom told me to beware of Strangers***

Junior Morton is a smart lad. Most boys, these days, are smart lads. They're "in the know" about a great many things, as are their sisters. If these children, who purchase only a small part of the family groceries, know what they want, how in the world can a retailer succeed in forcing strange and unadvertised brands upon their mothers? The answer is, Mr. Manufacturer, he can't succeed.

Every retailer acts as a salesman for the manufacturer. If you, as a manufacturer, don't advertise in the Chicago American, you chop off 450,000 families from his prospect list—more than half of the total number. Now, after all, is such a set-up fair to these men? *Is it good business?*

This is no day and age to ask miracles from retailers, busy with a thousand and one items. They haven't the time, no less the power. But give them your support in the American, which they rightfully deserve as your representatives, and you'll get their support. And working together, you'll both make money.

The American has the largest evening circulation in Chicago. It is comprised of families like the Mortons—nice, intelligent, honest families—the kind of people who are flattered in political speeches. Tell them about your products; they're young enough to change their minds about merchandise. But, by the same token, they're much too modern to guess about anything.

# **A M E R I C A N**

National Representatives: Rodney E. Boone Organization

gradual improvement of the summer months, and have seen it continue during the fall, to culminate in the best Christmas buying since 1929. We received with calm equanimity the Administration's message about a ten-billion-dollar financial program, and are prepared to pay the full cost of recovery. Though we cannot find it in our pockets there must be more money around, for more is being spent.

When so cautious a journal as the *New York Times* starts the lead article of its Annual Financial Review with the statement that for the first time since 1928 an old year has ended with recovery a reality, even though it does qualify such a positive assertion farther on, we can certainly hold up our heads and walk forward without fear. Faith seems to have returned. Confusion and doubt exist in many and high places, but *people* feel better. That is undeniable.

Such being the case, it may be of more than passing interest to examine again the data on which those earlier studies were based, and discover how corporations and stockholders are reacting to the varying stimuli of these times. How do the 25,000,000 stockholders feel? (And, parenthetically speaking, it is not possible today to say positively that there are now that many of them, although competent observers are inclined to believe that there has been little change in numbers during the last two years.)

A year and a half ago they were being beatified as a vital and dynamic force in promoting corporate welfare. Are they exerting that force today? Is it true that the investing public hopes and prays that the Administration will stiffen the Securities Act and put further restrictions on banking and stock trading? How do the 800\* odd companies which hold some thirty-three\* billions of public money regard these silent partners? Have they during the twenty-one months just passed devoted their efforts to

cementing friendships recently begun, or have they let them fade away into a cold aloofness? Unfortunately the answer, except in a few outstanding cases, is that they seem to have forgotten the dying Sir Anthony Gloster's practical adaptation of Scripture, "Keep your light so shining a little in front of the next," and, yielding to demands for reduced overhead, they have hid their lights under bushels, or even extinguished them.

Considering the many factors that have contributed to the anguish of investors during the immediate past, it is hard to believe that the trend on the part of companies whose well-being is so promoted by favorable publicity has been so decidedly toward innocuous and uninteresting printed matter. One can understand the need of smaller advertising budgets, but one is hard put to it to appreciate why brains and ability should have been sacrificed. After all a good copy writer doesn't cost much more than a poor one. Or is it that such phenonema measure in part the distraught minds of harassed and much bedamned executives, and their inability to keep smiling in the face of adversity? Or that there just hasn't been enough money to pay for direct mail?

#### Silence—in Too Many Instances

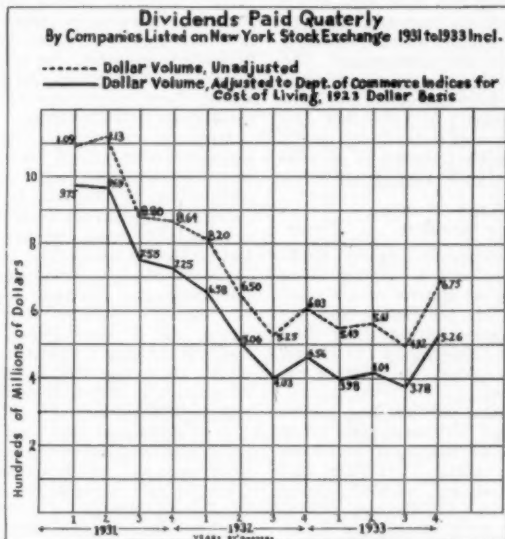
Every business enterprise has had trouble in plenty since 1929. But as long ago as the fall of 1932 most of the business leaders agreed that the corner had been turned. The belief, one feels, should have been reflected in their attitude toward and reports to stockholders. Instead there have been, in some cases, apologies and forebodings—and in far too many instances, silence.

Nor has the stockholder been free from care. His chief concern, of course, has been the suspension of dividends. This has shaken his confidence in his own financial acumen. Naturally he has blamed his brokers and bankers for his woes. There have been re-organizations; there have been market upheavals and reversals. Nineteen

\*New York Stock Exchange figures, Jan. 1, 1934. The New York Curb Exchange carries, listed and unlisted, 1,176 companies, with stock worth, November 20, 1933, \$12,853,983,966

thirty three will go down the ages as a year of extraordinary financial dislocation. The stock market has shown strange gyrations, although prices are some 150 per cent higher than twenty months ago, and have in fact reached 1924 levels, from whence the big bull market started. Dividends have

problems; the financial plight of many railroads (now improving) and more municipalities are other disturbing factors. But probably worst of all has been the investor's consciousness of his ignorance and helplessness. Surely he has been entitled to aid and comfort during these tremendous days. Not for-



Dividends have slid down hill. Yet many companies have maintained a stony silence toward their stockholders

slid down hill at a terrifying rate. But at last they seem to have reached bottom and may even be starting uphill again. In any event the rate of decrease has slowed.

Betrayal of trust by persons in the topmost financial positions has destroyed confidence. The transgressors have been punished so far only by the effect of unpleasant publicity, but what of a system which condones such practices, and is so unwilling or impotent to correct them that Governmental restrictions become necessary?

The taxes to meet extraordinary budget requirements; the Administration attitude toward monetary

getting the terrific strain on the executive, nevertheless his was the responsibility, and his must be the onus.

Perhaps no national legislation has aroused such acrimonious dispute, such anger and such deep apprehension in Wall Street as has the so-called "Truth-in-Securities" Act. It has been blamed for every ill the business world is suffering from. But, as one observer, Forrest Davis, recently in the *New York World-Telegram*, points out, it is but the crystallization of the public resentment toward Wall Street, whereby the many suffer for the sins of a few. So strong

is public sentiment, he avers, and so sure is the Administration that its present form is suitable that those opposed to it hesitate to suggest amendments lest heavier restrictions be imposed on them.

Regardless of what time shall decide about this Act—whether it will be repealed or stiffened—the almost fanatic zealotry of its sponsors, and the haste with which it was passed, bear testimony to the lack of understanding between stockholders and management. The crying need of mutual education is emphasized by the quick and general acceptance of the Act, although the vast majority of people are completely ignorant of its provisions and their application.

#### Meanwhile the Stockholder Wonders

And through all this the stockholder has been wondering what was going to happen to his company and his holdings. And too few companies have realized their God-given opportunity to foster good-will against the time of recovery—now.

What have our business leaders been doing? Let's say right off at the start that many have done more than their part. They have kept their courage and taken ill fortune with a grin. Let us keep that in mind for then the picture is not quite so gloomy. And again let us remember that but one side of it is presented here. We have yet to hear the defense.

Of approximately 400 companies, 173 paid dividends during the fourth quarter of 1933. With the exception of eight banks, which almost unanimously used formal dividend announcements, but sixty-five (42 per cent) companies sent out direct-mail matter other than the dividend notice. These sixty-five sent in all 112 pieces of literature, of which 63 per cent were directed toward promoting sales, 34 per cent toward creating financial good-will, and 3 per cent against discriminatory legislation. Ten sounded a new note, that of apology or self-defense, explaining that dividends were being paid out of surplus, or the reasons why de-

creases in the rate had been necessary. Though all seem to have subscribed to various codes under the NRA but five of them mentioned their operations thereunder or saw fit to explain how the code might work for their eventual advantage.

These sixty-five companies can be classified under twenty-two different industries. Foods lead with thirteen, followed by nine public utilities, eight members of the automotive industry, five oils, four tobacco manufacturers, three railroads, three pharmaceuticals and three glass manufacturers.

Some are outstanding. They have increased their efforts by the use of color, of new type, and by crisp copy. But the majority have decidedly cheapened their output, using cheaper paper, smaller print, less attractive forms. The copy too has suffered; it is perfunctory and uninteresting. Glaring examples of this are some of the large banks, one of which repeated the identical message sent out last year on the same date. Surely that kind of good-will effort is uninspired and unproductive.

It is significant that none of the companies that failed to pay dividends sent out any literature other than Annual Reports and notices of Annual Meetings. A word of explanation of conditions would have helped. Silence only made matters worse. When you cannot pay your bills it's a good thing to keep friendly with your creditors. Not quite the same with dividends, but the analogy holds.

#### Necessity, of Course, Has Been a Factor

Of course, one must never lose sight of the fact that many executives undoubtedly made the decision to curtail their good-will efforts with full understanding and real regret. One cannot conceive how any president who had measured results would abandon such promotional work willingly. We must give full due to this side of the picture, with realization that in many cases unavoidable circumstances made the decision—not the management. In a year that tried

# MARYLAND BONDS BRING RECORD PRICE OF 105.833

## Congratulations All Round

Yesterday the State of Maryland awarded to a syndicate a \$3,492,000 issue of 4 per cent. State bonds. The top bid was 105.833, which made possible the disposal of the bonds on a 3.22 per cent. basis. This is said to be the best price ever received for a similar issue of Maryland bonds. Before the close of the day the bulk of the bonds had been sold to the public.

Surely there could be no better tribute to the high credit of the State of Maryland, and this at a time when the bonds of many other states, counties and municipalities are in a none too healthy condition. Maryland can derive no little satisfaction from the excellent financial position in which it finds itself and congratulations are due to everybody concerned, from Governor Ritchie down.

—An Editorial in  
THE EVENING SUN  
Feb. 14, 1934

# THE SUNPAPERS IN JANUARY DAILY (M & E) 266,680

**THE  
MORNING**



**EVENING**

**SUN  
SUNDAY**

New York: John B. Woodward, Inc.

Chicago: Guy S. Osborn, Inc.

Detroit: Jos. R. Scolaro

St. Louis: C. A. Cour

Atlanta: Garner & Grant

the world, retrenchment was absolutely necessary if existence were to continue.

But it is a source of regret that so many companies which in 1932 bid fair to join the select ranks of those that were successfully solving the vexing public relations problem should have abandoned a work so auspiciously begun. There is no need to rehearse again the advantages of stockholders' good-will. That has become axiomatic. One might well repeat, however, that the cultivation of widespread public esteem is a long and painful process, chiefly because "a corporation, huge though it may be, is dealing

with individuals whose interests are many, diverse and trivial."

The year 1934 starts off under favorable auguries. The Congress so far appears willing and able to co-operate with the Administration. More and more money is getting into circulation. The opportunity for re-employing 25,000,000 able helpers is at hand. The job to be done is a big one and well worth doing. Let us hope our much-maligned corporations will find it possible soon to renew acquaintance with their stockholder families, to the end that doubt and distrust may give way to faith and mutual regard.

\* \* \*

### Independent Radio Group Organized

Operating heads, executives and owners of eight individually owned radio stations have formed an organization devoted exclusively to the creation of spot broadcasting on a national scale, to be known as Group Broadcasters, Inc. Directors are as follows: John Shepard 3rd, president; Scott Howe Bowen, executive vice-president; Norman Craig, vice-president; C. A. Dunham, secretary and treasurer, and A. A. Cormier, director.

Members of the executive committee are: Mr. Cormier of WOR, chairman; Arthur B. Church, KMBC; I. R. Lounsberry, WGR-WKBW, Buffalo; Harry Howlett, WHK, Cleveland, and Thomas P. Convey, KWK, St. Louis.

Among the stations which are identified with the new corporation in an executive capacity are: WOR, New York; WNAC, Boston; WGR-WKBW, Buffalo; WHK, Cleveland; WSAI-WLW, Cincinnati; CKLW, Detroit; KWK, St. Louis, and KMBC, Kansas City. The group at present consists of over twenty radio stations.

The Scott Howe Bowen organization has been appointed to represent the group.

\* \* \*

### Molloy Joins Humphrey

Harry F. Molloy, for ten years vice-president and sales manager of the *Shoe Retailer and Hosiery Retailer*, has joined the H. B. Humphrey Company, Boston agency, in an executive capacity. He was at one time with the Condé Nast Publications in New York.

\* \* \*

### Has Manning, Bowman Account

Manning, Bowman & Company, Meriden, Conn., electrical specialties, vacuum bottles and gift items, have appointed The Ralph H. Jones Company to direct their advertising account.

### Kobak Leaves McGraw-Hill

Edgar Kobak, vice-president of the McGraw-Hill Publishing Company, Inc., since 1926, has retired from that connection. Mr. Kobak, closely identified with major activities of the company for the last eighteen years, started as a subscription and field representative, was appointed shortly to the staff of *Electrical World* and two years later joined the advertising end of the business division.

As a salesman for *Electrical World*, *Electrical Merchandising* and the *Journal of Electricity*, he covered the Chicago territory for these publications for more than two years besides one year's work in St. Louis. Returning to New York as promotion manager before becoming an assistant vice-president of the company, Mr. Kobak was sponsoring head of the electrical publications of the organization for some years in addition to being general sales manager of McGraw-Hill. He was also a member of the executive committee and board of directors.

Prior to entering the publishing business, Mr. Kobak was for five years with the Georgia Railway & Power Company.

\* \* \*

### Hyland Returns to "True Story"

Philip Hyland has rejoined the Macfadden Publications on the New York sales staff of *True Story Magazine*. He had been associated with Macfadden as advertising manager of *Your Home*, the Romance Group and sales representative for *Liberty*. More recently he has been associated with *Pictorial Review*.

\* \* \*

### New Liquor Weekly

*Wines & Spirits Merchandising*, weekly for off-premise package liquor stores, will start publication March 5. Harrison J. Cowan will be editor. It will be issued in tabloid form by Lou Murray Publications, Inc., New York, which publishes *Automotive Electricity*.

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# A.N.A. Calls for Fight on Copeland Bill

The Association of National Advertisers sent to its membership on February 17 a legislative bulletin setting forth its ideas as to recent developments regarding the Copeland Bill. Here is the text of the bulletin in full. Following it is an editorial statement setting forth PRINTERS' INK's view on what it believes to be certain inaccuracies and possible inconsistencies in the A.N.A. announcement.

## LEGISLATIVE BULLETIN

### Magazines Not Against Present Tugwell Bill

THE following notice was sent out, dated February 14, 1934, and made public:

#### *Recommendation of the Special Committee to the National Publishers' Association*

We believe that those provisions of S. 2000 on which we feel competent to express an opinion are satisfactory. We therefore recommend to the members of the National Publishers' Association not to oppose the passage of Copeland Bill S. 2000.

On provisions which manufacturers are more competent than we to express an opinion, we recommend full consideration for amendments which manufacturers may offer.

If any amendment materially changing the meaning of provisions which have special interest to publishers be adopted, we reserve the right to alter this recommendation. (signed)

Lee W. Maxwell, Chairman,  
(Crowell Publishing Co.)

Stanley Latschaw,  
(Butterick Company)

Roy Dickinson,  
(Printers' Ink Pub. Co.)

Charles Coolidge Parlin,  
(Curtis Publishing Co.)

E. H. McHugh,  
(Int'l Magazine Co., Inc.)

Robert L. Johnson,  
(Time, Inc.)

O. J. Elder,  
(Macfadden Pubs., Inc.)

John C. Sterling,  
(McCall Company)

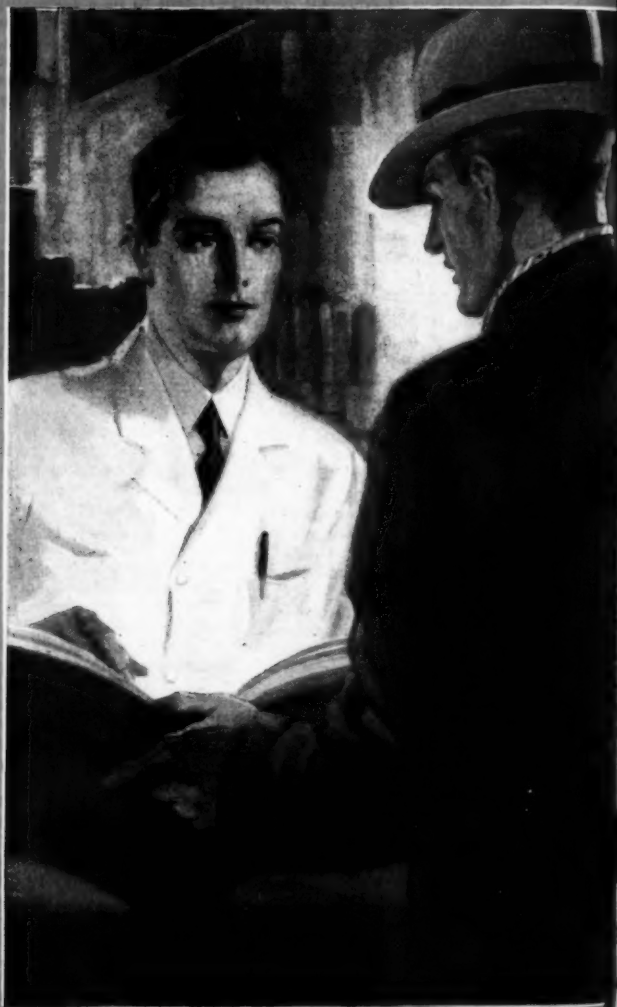
This statement seems to indicate a change of opinion on the part of the National Publishers' Association. According to the interpretation of one member of the committee, their position is now "neutral." According to another member of the same committee, the magazines are now in favor of the present Tugwell bill, as indicated by the article on page 21 of the February 15 issue of PRINTERS' INK, and the editorial in the same issue (page 88).

Furthermore, PRINTERS' INK presumes to speak for advertisers on this bill without determining, so far as we know, what the present attitude of the A.N.A. is toward the bill.

Among the eighty-four advertisers and others who spoke or filed briefs at the hearing on S. 1944 was a representative of the National Publishers' Association who filed a brief against that bill. We have received no adequate explanation as to why these publishers should see fit to send out a public notice which is being interpreted that they are in favor of the passage of the new Tugwell bill, S. 2000.

This action of the National Publishers' Association Committee would seem to be indicative of some conditions which justify bureaucratic legislation in the mind of the consumer. That committee frankly admits in its statement that the magazine publishers' opposition to the Copeland-Tugwell bill stands on purely selfish grounds. In the original Tugwell bill it was stated that publications were liable in cer-

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# *Listen . . .* **ALWAYS**

**T**O thousands of retailers, the NEW YORK EVENING JOURNAL has been a source of help for many, many years.

First and foremost, because they know that it delivers to their doors, the men and women of over 600,000 representative New York homes.

Secondly, because, year after year, for nearly two decades, the merchandising men of the New York Evening Journal have engaged in the profitable occupation of earning the confidence, the good will, *and the respect* of several thousand of these New York retailers.

This confidence has never been misplaced. Their good will and respect have increased each time their cash-registers rang to the sale of a product merchandised by the Journal and advertised to its more than 600,000 families.

So, now, retailers ALWAYS listen . . . and the Journal stands ready to make them listen to the sales plan of ANY product which is worthy to be sold to Journal readers . . . through Journal retailers.

**NEW YORK  JOURNAL**

**A Neverfailing Merchandising Force**

NATIONALLY REPRESENTED BY - RODNEY E. BOONE ORGANIZATION

tain conditions for false advertisements.

In the Copeland bill S. 2000 this clause has been removed so the magazine publishers apparently are now satisfied.

The Copeland bill S. 2000 is good or bad and should be endorsed or opposed not because of its possible effect upon some specific group of opposite interests but rather should the test be whether or not it is really in the best interests of the consumer.

A thorough study and analysis of the bill indicates that even as now drawn it is bureaucratic and so against the American system of government and that it is inimical to the public interest. It is on that issue alone that this legislation should be judged.

There are several interests involved in any bill of this sort, namely, first and foremost, the consumer, then the advertiser and then the medium. It would seem that the magazines, before endorsing any bill only on the basis that their own interests were properly safeguarded, would give consideration to the interests of consumers and advertisers, especially since magazines must depend upon the consumers for circulation and on the advertisers for revenue.

An examination of the bill S. 2000 indicates that essentially in its implications it is still the Tugwell bill. There have been changes, it is true, but many of the basic objections to the original Tugwell bill still hold true in the case of S. 2000. This is not discernible, perhaps, by a cursory reading. It is discernible by a careful study of all sections of the bill.

#### Newspapers Still Against Bill

We are informed that newspapers still hold to the position taken at the December hearing when they opposed the Tugwell bill.

#### Advertisers Must Be Present at the Hearing

"The Senate Commerce Committee today ordered public hearings beginning February 27 on the new

draft of the Copeland pure food, drug and cosmetic bill. The hearings will be subdivided into five general heads—general legislation, drugs, food, cosmetics and advertising. Each group will be expected to agree on a spokesman."

This is from an Associated Press dispatch appearing in the *New York Sun*, February 14.

Advertisers, then, who are interested in the bill and the philosophy for which it stands should attend this hearing in Washington on February 27. This may be the last opportunity to register your opinion on the bill.

\* \* \*

EDITOR'S NOTE: The A.N.A. is wrong in its view that "PRINTERS' INK presumes to speak for advertisers on this bill." Since it started the fight on the original Tugwell bill on April 13, 1933, PRINTERS' INK has been setting forth its own views on its own responsibility. It has not at any time presumed to represent any element or elements in advertising and publishing.

It did, however, see in the then Tugwell bill grave danger to the interests of advertisers as a whole. This is why on November 2 it carried a two-page editorial headed "Beat the Tugwell Bill!" In the editorial it was said, "PRINTERS' INK is opposed to this bill and will fight it."

That was our editorial platform, adopted after due deliberation and promulgated as our own idea.

Widely diversified ideas from other sources, however, were presented in our news columns week after week through the various hearings and arguments upon this bill. Constructive suggestions made by various groups in manufacturing, advertising and publishing were carried.

The outcome was that on November 23 we suggested nineteen definite points on which the Tugwell bill was inequitable and unjust to advertisers. These nineteen suggestions were submitted to the framers of the bill and sixteen of them were adopted.

So much for the A.N.A.'s gentle dig at this publication.

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accuracies in the legislative statement:

The Tugwell bill is not at present in existence as the bulletin suggests; it is dead—dead as a door-nail.

Also the publishers whom the A.N.A. now chides for an alleged change of opinion were a big factor in putting the Tugwell bill out of its misery.

These publishers, aided by newspapers represented by the National Editorial Association, fought steadily and persistently against the Tugwell bill.

So persistent was their campaign that at length a new bill incorporating sixteen of PRINTERS' INK's nineteen points was written. This was the Copeland bill, an entirely different animal.

But even at that, the publishers were not satisfied; the Copeland bill, it seemed, provided only the makings for the measure that would be satisfactory to the largest possible number of advertisers and publishers.

Senator Copeland was receptive and co-operative. The result was that his bill was adjusted and re-written and adjusted and re-written until the publishers felt they were not justified in opposing it any longer.

They did not accomplish all they set out to do for advertisers. For example, the Copeland bill now contains "and how the palliation is effected," which is unjust to some reputable proprietary concerns. But they accomplished much.

Their present attitude, therefore, as set forth in the A.N.A. bulletin is by no means "a change of opinion."

The A.N.A. is not speaking in strict accord with the full facts in the case when it suggests that the "magazine publishers apparently are now satisfied" because the Copeland bill does not contain a clause penalizing publishers for false advertisements.

C. C. Parlin appeared for the National Publishers at the public hearings before the sub-committee on the original bill on December 8, last. A careful reading of the official transcript of his testimony

will give the facts which are that he spent most of his time on a résumé of what advertising has done to produce the finest food factories in the world, "to take the cat out of the sugar barrel" and other accomplishments over the years.

Mr. Parlin objected specifically only to two features of the bill, namely, the section on advertising which would have made it a criminal offense to create a false or misleading impression by ambiguity or inference and second, the establishment of Government grading, which included an attack on the so-called voluntary inspection system with its revolving fund.

In connection with the passage to which the A.N.A. bulletin refers, namely, the liability of magazines, he said: "I will call attention on page 24 to section (d). I am not one who ever lost any sleep thinking that the Secretary would refuse to call for the information and that we might get in jail. Some people get a little worried, but we did not; that is just one of the things that we will not do."

After a few words concerning the possible danger of civil liability, he went on and devoted far more time on the elimination of a clause which would affect 700,000 dealers than he did on anything connected with the liability of publications.

Laurence V. Burton, writing in PRINTERS' INK for November 16, 1933, said: "It was admitted on September 16, 1933, by the Assistant Secretary of Agriculture, Professor Tugwell, that this paragraph should be rewritten because it was not the department's intent to be able to prosecute should it elect *not* to request the name and address of the advertiser."

Therefore, the publishers can scarcely be said to have fought for the revision of this provision between the submission of S. 1944 and S. 2000.

PRINTERS' INK will be glad to publish further constructive ideas in addition to the many it has already run, which are suggested by the Dunn bill, by the Associa-

tion of National Advertisers, or by any other group of legitimate and honest business men. We believe, however, as we have stated all through the fight, that constructive suggestions are more important and logical than general destructive criticism.

We also believe that out of the many suggestions now being made, a still further improved Copeland bill will be passed soon and that its net effect will be to improve the confidence of the public in all advertising.

On November 16, 1911, John Irving Romer, who started the fight for truth in advertising, said, in reference to legislation which would some day come and affect advertising: "If we can eliminate the dishonest, the misleading, the indecent from advertising, we will double or triple or quadruple the

confidence of the public in advertising. This means that more people will read and respond to advertising than at present. It means that advertisers will get better results from advertising than they are now getting."

These statements made in 1911 seem to us to be just as true today as they were then. We reiterate that the Copeland bill is not perfect. We believe that many further changes can be made in it and that manufacturers with sound and honest reasons for making these changes will have a thorough chance to present their views at the hearings and that many of these suggestions will be adopted in the form of amendments. In an article on the Dunn bill which appears elsewhere in this issue, one of these amendments is definitely suggested.

#### Hough with Badger & Browning

Marshall I. Hough has joined Badger & Browning, Inc., Boston agency, as manager of its new business division, account executive and assistant to the president. Mr. Hough was formerly with the H. B. Humphrey Company and Lavin & Company. He also, at one time, was assistant editor of *Retail Review* and was with the sales staff of the Boston *Herald-Traveler*, Albany *Knickerbocker Press* and Chicago *Evening Post*.

#### Appoints W. H. Little

*Lubrication and Maintenance*, Chicago, has appointed W. H. Little, former vice-president of *National Petroleum News*, as advertising representative in the Tulsa territory. He was with *National Petroleum News* for twenty years.

#### Has Revillon Account

Revillon Freres, New York, furriers, have appointed Thomas H. Reese & Company, Inc., of that city, to direct their advertising account. Newspapers and class magazines will be used.

#### Coe and Maxon to Merge

Arrangements are now being completed for the merger of Charles Francis Coe, Inc., New York, and Maxon, Inc., advertising agencies.

#### Gustin Has Own Service

John C. Gustin has opened his own advertising business under the name of the Gustin Advertising Agency, 246 Fifth Avenue, New York.

#### Two New Accounts to Young & Rubicam

The Individual Drinking Cup Company, Brooklyn, N. Y., Dixie cups, has placed its advertising account with Young & Rubicam, Inc., New York. This agency also has been appointed to direct the advertising of Paul Garrett & Company, Easton, Pa., Virginia Dare wines and Paul Garrett wines and champagne.

#### New Detroit Business

Photographic Illustration, Inc., has been organized at Detroit by Michael Todd and Marshall Gorton. Mr. Todd was formerly art director of MacManus, Inc., and Mr. Gorton was associated with Austin F. Bement, Inc., both of Detroit.

#### Has Fertilizer Account

The Growers Fertilizer Company, San Francisco, has placed its advertising account with Edwin P. Gerth & Company, San Francisco. Newspapers in California are being used.

#### Hensel with Oakland "Tribune"

Elliott C. Hensel, former advertising manager of the Los Angeles *Illustrated Daily News* and, more recently, acting as a sales counselor, has been appointed advertising manager of the Oakland, Calif., *Tribune*.

#### Gets Fuel Advertising

Pres-To-Logs, a fuel manufactured by the company of that name, has placed its advertising account with the Brewer-Weeks Company, San Francisco.

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## LOWEST SPOT IN AMERICA

The Devil's Golf Course, Death Valley, California, 308 feet below sea level. Its soil, composed entirely of chlorides, absorbs moisture and then rises up into the peculiar shapes shown. Due to the clear dry air, the Funeral Mountains in the background appear close at hand but in reality are thirteen miles away.

The home-owned and home-edited Los Angeles Times by consistently exploiting California's scenic outdoors has made motoring the king of sports. That's why Los Angeles people buy more cars and drive more miles than people elsewhere—and why the great dominant automotive advertising medium is the

# LOS ANGELES TIMES



# Answer Every Inquiry!

This Is How De Long Does It, No Matter How Apparently Unimportant

By Charles A. Emley

Sales Promotion Manager, De Long Hook & Eye Company

ONE of the most important jobs in any business organization is that of answering inquiries. Too often it is delegated to persons who look upon it merely as a routine job to be done as expeditiously as possible and with a minimum expenditure of thought and energy.

Correspondents who attach little importance to this job frequently omit essential information from their answers to inquiries or neglect to answer inquiries which they consider to be unimportant, with the result that they miss many opportunities to build sales and create good-will for their firms.

At De Long's we take every inquiry seriously, whether it be from a million-dollar distributing firm or from a woman in a remote village who is unable to buy one or more of the De Long products locally. Every inquiry, we contend, represents a sale. If not an immediate sale of merchandise, then certainly a "sale" of good-will that may eventually result in the acquisition of a desirable and loyal customer.

Occasionally we receive inquiries, scrawled with pen or pencil on cheap paper, from individuals who, as time passes, develop into worth-while distributors of articles like ours. As it is difficult to determine from these letters which inquirers are likely prospects and which are not, we devote the same thought and care to answering *all* inquiries of this character that we do to those we receive from well-established firms.

Several months ago a man about to enter the wholesale notion business on a modest scale wrote us a letter, typewritten on plain paper of poor quality, requesting samples and prices of our products. All transactions, he insisted, were

to be on a cash basis until circumstances justified our extending him a reasonable amount of credit.

A catalog, accompanied by a courteous letter, was mailed to him. Today this man does a healthy volume of business and, thanks largely to the cordial reception we accorded him when he came knocking at our door, he is selling sizable quantities of De Long products in a section of the country where, before he appeared upon the scene, we lacked adequate distribution.

The president of a Mid-Western firm invented a metal novelty. He asked us if we could manufacture it in quantities for him and if so, at what price. As all of our machines were operating at capacity when the inquiry arrived, we might have bluntly informed him that we could not serve him. Instead, reasoning that the day might come when it would be convenient to make special articles, we wrote him this letter:

Your appreciated letter, and the sample of the article you recently invented, reached us this morning.

While we should like to make the article for you, we are denied that pleasure because we're obliged to operate all of our machines at capacity to satisfy the demand for our regular products.

This doesn't mean that we never make articles other than those in our regular line. We gladly make special articles when our manufacturing facilities permit. It so happens that just now not a single machine is available for special work.

Doubtless you will have occasion to ask for quotations on other articles from time to time. If so, we hope you'll remember us. It is likely that one of these days we will be prepared to serve you with what you

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Your thoughtfulness in writing to us is appreciated, and we hope to hear from you again soon.

Since this interchange of friendly mail conversation took place, this man has commissioned us to make a number of special articles for him. It is logical to believe that if we had turned him down originally with a curt "We cannot make the article," he would have turned his back upon us when he had occasion to ask for prices on other items.

Firms that sell almost exclusively through wholesalers, as we do, receive many requests for prices from small retailers. Obviously, the proper procedure is to refer such inquirers to wholesalers. In our opinion, however, a brief letter giving the wholesaler's name is insufficient. A retailer, no matter how small nor where located, is a possible customer, a potential booster for the De Long company. Thus it pays, in our answer to his inquiry, to emphasize the quality, attractive put-up and salability of our products, to explain our sales policies and to assure the retailer that we will be glad to welcome him into the De Long fold.

Let me illustrate how we handle inquiries of this kind. A retailer in a small city in Montana writes for prices. A letter like the following, and samples, are sent:

This morning's mail brought us your letter of \_\_\_\_\_. Thank you for it.

So you are thinking seriously of featuring De Long products? That's good news. The enclosed catalog will enable you to visualize the extent and variety of our line.

The fact that you have expressed an interest in De Long products, convinces us it is your policy to concentrate on articles that assure repeat business. A commendable policy.

De Long products, attractively put up, right as to quality, favorably known to women everywhere, are sure repeaters.

The catalog, in which the packages are illustrated in their natural

colors, will give you a far better idea as to the attractive put-up of our various items than we could in a hundred letters.

On each page there is complete information with regard to the fine quality of the product featured.

As De Long products have been widely advertised for many years, women the country over are familiar with them. They know they can depend upon any article bearing the De Long name to give them the kind of service they deserve and demand.

Best of all, De Long products afford you a liberal profit. We have asked (name of wholesaler), our distributor in your section, to send you a price list. They will quote you the same prices we would be obliged to quote were we to serve you direct. Moreover, being your business neighbors they can serve you to much better advantage than we could.

We are confident that after you look over the catalog and study the prices you will decide to send an order to (name of wholesaler).

Good displays of all of the De Long products will bring you good sales, good profits, pleased customers—and it goes without saying that we shall be glad to have your co-operation in the sale of this old, reliable line.

A copy of this letter, with a brief note, is mailed to the wholesaler to whom we refer the inquirer. A carbon copy of the letter to the retailer and of the note to the wholesaler are sent to our salesman who follows them up as promptly as possible. In fact, to keep our men fully informed as to what occurs, in their absence, between their prospective and active customers and the main office, we send each man copies of all letters we write to firms and to individuals in his territory.

A woman in a distant town writes that she likes a certain De Long product but that she cannot buy it at her local store, whose proprietor is bent upon selling her something "just as good." Does her humble inquiry deserve an answer? Most assuredly! This woman's good-will is worth cultivating. She has it within her power to do immeasurable good

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# VILLAGE!

. . . If you could reduce New York City to a tiny crossroad town . . . with six families settled where the three principal roads cross . . . you would find that four of the six families read The News . . . Apply that average to 1,722,954 New York City families and you have the actual fact! . . . Apply that circulation to your advertising in New York . . . and the strongest selling force in America's best market will work for your business—at the lowest cost!

## THE NEWS

*New York's Picture Newspaper*

for us in her community by spreading the news among her friends that De Long is a "good firm to deal with" and that its products give the utmost in service.

To this woman we write a letter reading:

Thank you for your letter of —.

It is indeed unfortunate, Mrs. Jones, that no store in your community can serve you with De Long snaps.

As you are unable to buy them locally, and as evidently you are in urgent need of a supply, we shall be glad to serve you direct.

The price of all sizes (see enclosed sample card), white and black, is 10 cents a card. Simply drop us a line telling us how many cards you desire, making sure to specify the sizes and colors, and accompany your letter with a Money Order or stamps. The snaps will be sent to you promptly.

By the way, would you be willing to send us the name of the store where you usually deal? If you care to do this, we will try to induce the store to stock De Long Snaps. It is fair to believe that many of your neighbors would be glad to use these distinctive snaps if given the opportunity.

You may be sure that we won't mention your name in any of our correspondence with the store unless you give us written permission to do so.

It is a real pleasure, Mrs. Jones, to have this chance to be of service to you.

#### To Handle Distillery Account

Wolverine Distilleries, Detroit, have appointed the Simons-Michelson Company, of that city, to direct their advertising. This account will use business papers and, as soon as distribution warrants, newspapers and magazines on its various brands of gin, cordials and blended whiskey.

...

#### Brassington Promoted

William R. Brassington, formerly with the research department of *True Story Magazine*, has been promoted to the New York sales staff. Before his connection with *True Story*, he was with the research and merchandising staff of Erwin, Wasey & Company for four years.

If she sends us the name of her local dealer, we straightway train our mail guns upon him. It is surprising how many prospects unearthed in this way that we induce to feature De Long products, supplying them, of course, through wholesalers.

These random illustrations, touching practically every phase of our business, serve to substantiate our contention that it pays, either in direct sales or in good-will that later results in sales, to treat all inquiries respectfully and considerately.

Out of our experience we have evolved these four simple, though comprehensive, rules to guide our correspondents in answering inquiries:

1—Answer every inquiry, no matter from whom it comes.

2—Answer every inquiry promptly. An inquirer's interest is at white heat when he inquires. Delay in giving him the information he desires and an alert competitor may garner the order.

3—Make your answer complete. The omission of essential information from answers to inquiries, thus making it necessary for inquirers to write again, opens the door wide to Mr. Competitor. Embolden sufficient information in your answer to an inquiry to convince the prospective customer that your product is just what he needs.

4—Don't worry if your letter extends beyond the boundaries of one page. Make it interesting and it will be read.

#### Rit Increases Advertising

"Our business so far this year has shown a remarkable gain," R. G. Pankow, vice-president of the Rit Products Corporation, Chicago, tells *PRINTERS' INK*, "and consequently our advertising plans for 1934 will reflect this improvement. Our newspaper advertising will appear in rotogravure in twenty-eight cities, as well as in black and white in practically every jobbing center in the United States and Canada where rotogravure is not available. Our magazine list has also been increased considerably."

Earle Ludgin, Inc., Chicago, which has previously handled the advertising of the Koolox shaving cream division, also will handle the advertising for Rit tints and dyes and Rit dry cleaner compound.

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# Dunn Bill Before House

A Strong Measure, Some Provisions of Which May Be Included in Copeland Legislation

CHARLES WESLEY DUNN'S proposed bill to revise the Federal Food and Drugs Act was introduced in the House of Representatives last week by Mrs. Virginia E. Jenckes, Democratic member of Congress from Indiana.

The bill extends the food and drugs act to include cosmetics, therapeutic devices, and substances other than food to remedy a structural or functional defect of the body, prohibiting their adulteration, misbranding and false advertisement. It also extends the act to prohibit the false advertisement of food and drugs. Administrative powers and enforcement provisions of the act are strengthened by the addition of an injunction proceeding, enlargement of the administrative authority of publicity, and increased penalties.

An important provision calls for the establishment of an administrative board of review of five members, appointed by the President, acting independently of the Department of Agriculture, to which any adverse decision rendered by the Secretary of Agriculture under the act may be appealed. The decision of the board of review would be binding upon the Secretary of Agriculture.

The section providing for this board of review is recognized as one of the very strong features of the excellent measure written by Mr. Dunn. It follows in full:

## Administrative Hearing, Review, and Settlement

SEC. 19. (1) (a) If as a result of an investigation authorized by this Act it appears that a person has violated Section 15 of this Act, the Secretary shall cause notice of such apparent violation to be given to such person, hereinafter called the respondent. The notice shall state such violation in sufficient detail to inform the respondent of it and shall fix a reasonable time and

place of hearing upon it, before the Secretary or his representative duly designated for the purpose, hereinafter called the presiding officer. The respondent shall have the right to appear at such hearing and to show cause why this Act should not be enforced against him or why the matter should be administratively settled as provided in subdivision (2) of this section. Upon the hearing the presiding officer shall make a written report of the investigation and hearing, containing his findings and his reasons for it. A copy of such report shall be forthwith given to the respondent.

(b) If the report contains a finding that the respondent has violated Section 15 of this Act, he shall have the right of a review of such report by the board hereinafter described, provided he makes prompt application to the board for such review and the board grants his application. The decision of the board, upon such review, that the respondent has not violated Section 15 of this Act shall be binding upon the Secretary under this Act. The President shall create and maintain an administrative board of review and such board is hereby vested with the necessary jurisdiction, for the purposes of this paragraph.

The board shall consist of five members appointed by the President for terms and subject to regulations prescribed by him. The President may remove any member of the board for cause. A majority vote shall prevail upon any motion before or upon any decision by the board.

(2) The Secretary is authorized to settle an apparent or found violation of this Act, upon the basis (a) of a warning to the respondent or (b) of a written agreement by the respondent to cease and desist from such violation, if the Secretary believes that such settlement

satisfies the purposes of this Act. The Secretary may modify the procedure prescribed by sub-division (1) (a) of this section to permit a settlement accordingly.

The Dunn Bill—or more properly, the Jenckes Bill, since Mrs. Jenckes is introducing it—is drawing some powerful support, notably that of the Associated Grocery Manufacturers of America, the National Drug Trade Conference and leading makers of cosmetics.

The whole situation has now developed to a point that may make it possible to include in the Copeland Bill more of Mr. Dunn's ideas. The Copeland Bill, it will be remembered, was approved in its present form by President Roosevelt and later accepted unanimously by the sub-committee of the Senate Committee on Commerce. It was thus ready to be reported out of the Committee and its early passage was to be expected.

But Senator Copeland, pursuing the fair and open-minded attitude that has characterized his handling of this piece of legislation from the very beginning, decided that one more public hearing should be held so as to give all opponents their day in court and to make sure that the measure was as nearly satisfactory to all as could be humanly possible.

The hearing has been set for

next Tuesday, February 27. Any person or organization wishing to bring forward criticisms or suggestions will be given a hearing.

It is not too much to expect that, circumstances being as they are, some more of the better provisions of the Dunn Bill may be incorporated in the Copeland Bill. This can doubtless be done without prejudice to the latter bill's standing as an Administration measure.

An entirely reasonable expectation, indeed, is that out of the two bills a perfect food and drugs act may be fashioned. PRINTERS' INK has characterized the Copeland Bill as being "pretty good," at the same time recognizing that it contains certain injustices and inconsistencies.

Now that it is to be subjected to another hearing, however, there is of course no reason why it cannot be strengthened. For one thing, Mr. Dunn's section on "Administrative Hearing, Review and Settlement" would strictly limit the enforcing powers of the Secretary of Agriculture—something the Copeland Bill doesn't do.

PRINTERS' INK said last week that honest advertisers and publishers were to be congratulated upon the successful outcome of their constructive work upon the Tugwell Bill and these congratulations are here reiterated.

A good job has been done.

### Death of Harry L. Carey

Harry L. Carey, identified for many years with outdoor advertising in Pennsylvania, died recently at Pittsburgh. He joined the S. H. Robinson Company about thirty-six years ago. This company was absorbed by the Thos. Cusack Company, which in turn was taken over by the General Outdoor Advertising Company. Following the latter merger, Mr. Carey started his own outdoor business. He was president of the Outdoor Advertising Association of Pennsylvania, which he also headed from 1915 to 1919. Mr. Carey was fifty-five.

• • •

### Joins Campbell-Ewald

James Strasburg, formerly central district sales manager of the National Outdoor Advertising Bureau, with offices in Detroit, has joined the outdoor department of Campbell-Ewald Co., Detroit agency.

### Pennsylvania Publishers Elect

Charles P. Howe, Tarentum Valley News, was elected president of the Pennsylvania Newspaper Publishers Association at its annual convention held at Philadelphia. He succeeds Charles R. Long, Chester Times. Harry E. Trout, Manheim Sentinel, was elected vice-president; Howard Reynolds, Quarryville Sun, secretary-treasurer. Three members of the executive committee at large elected are: H. W. Young, York Dispatch; J. L. Stackhouse, Eastern Express, and Senator William D. Mansfield, McKeesport Daily News.

• • •

### Boreman Succeeds Brayton

Kenner I. Boreman, for several years associate editor, has been appointed editor of the Dry Goods Merchants Trade Journal, Des Moines. Charles N. M. Boreman and Miss Violet Cunningham have been appointed associate editors of this publication.

**T**HERE can be no better index to the public's appraisal of the advertising value of a newspaper than the use which it makes of its classified columns. The Washington (D. C.) public pronounces its preference for The Star in unmistakable terms as shown by the figures compiled by Media Records for the year 1933.

According to these figures the Washington Public printed in the Washington Star 3,293,723 lines of classified advertising.

This was over a million and a half MORE lines of classified advertising than was used in the 2nd Newspaper.

Over two million lines MORE than was used in the 3rd Newspaper.

Nearly two and a half million lines MORE than was used in the 4th Newspaper.

Almost three million lines MORE than was used in the 5th Newspaper.

The decided selected preference for The Star by the public, by the local merchants, by national advertisers, goes on day after day and year after year—for it is an indisputable fact that THE STAR—EVENING and SUNDAY—COVERS the ENTIRE WASHINGTON MARKET—THOROUGHLY and INFLUENTIALLY.

New York Office  
DAN A. CARROLL  
110 E. 42nd St.

Chicago Office  
J. E. Lutz  
Lake Michigan Bldg.

*The Washington Star should be on  
your advertising schedule for 1934.*

An Associated Press Newspaper  
Member Metropolitan Sunday Newspapers  
Member Major Market Newspapers



# Law and Liquor Advertising

Publishers Are Individually Censoring Some Copy, but There Are No General Regulations

TELEGRAM  
BOSTON.

Editor of PRINTERS' INK:

What presentation restrictions if any govern hard liquor advertising? Can you show people mixing and drinking cocktails? Can you use personalities to recommend whiskies and gin, or must hard liquor advertising be confined to bottle and generalities?

H. B. HUMPHREY CO.

THERE are no laws restricting liquor advertising to particular themes. What advertisers say in this field is entirely up to themselves and the publishers. They can use any copy theme, show any kind of pictures they wish and let their consciences decide how far they shall go.

The National Publishers' Association formed a committee shortly after repeal to handle all matters dealing with the advertis-

ing of liquor. Member publishers can submit doubtful copy to this committee for a decision. If the committee decides that it is objectionable most of the members of the association have agreed to refuse it. Of course, the decision of the committee is not binding and it applies only to periodicals. Other publishers and other media must decide for themselves what types of copy they will refuse.

The committee has passed upon a number of advertisements and has rejected some. The copy on which some have been turned down has been the kind that has glorified the return of good times with repeal or has dwelt upon the dying of Prohibition. In addition, advertisements stressing hilarity and urging people to drink more liquor have been rejected.

One particular advertisement that at least one magazine refused to run was in the liquor field but not for a specific beverage. This was for a home bar and the illustration showed a father serving drinks to his two daughters. It was felt that this would be offensive to many people.

The most popular appeal at present seems to be that of "acceptance." That is, the advertisers are boasting that their particular brands are being used in the best clubs and in the finest homes. Perhaps because most drinking is done in the evening the illustrations that predominate show people in evening clothes. There is a decided effort to inject "swank" into the ads.

The age of this whisky is being dramatized in advertisements all similar to this

*Remember way back when...*  
ALCOCK AND BROWN FLEW THE ATLANTIC?



★  
**THIS MELLOW PLUS-FOUR WHISKY**  
*"went to sleep" 15 YEARS AGO!*

**CARRY** your mind back to 1915. For the first time in history, a plane left the air, based on the ocean. Alcock and Brown became world heroes!

...Determined men the crew of the plane. The A.E.P. was waiting here... And Providence smiled on, bringing to us... "went to sleep" 15 years ago!

...And while these things were going on, to be of benefit, great quantities of your Plus-Four Whisky were being brewed and sent out to sleep the years away.

...To us, as only Nature can super-naturally, naturally - in a full measure. Better than has ever the highest prize!

...Show - brought forth to daylight - tested after 15 years, this mellow Plus-Four is at your finger's tip! Try it. If you would have Scotch Whisky at its best.

...Taste to rich flavor on your tongue. Feel the fine grain on this heavenly smooth, heavenly light liquor within your throat.

...By now! The facts have what they were when they first came from the distillery out of circulation for 15 years ago!

★ **Plus-Four Whisky was awarded First Prize for Higher Quality in the Scotch Whisky Competition (Superiority Round) at the Distillers' Competition in London.**

This advertisement is not intended to offer the above evidence for sale or delivery to the public without the sale or delivery of a bottle of Plus-Four Whisky.

**THE NATIONAL AMERICAN CONTINENTAL CORP. SOLE DISTRIBUTORS 1010 BROADWAY, NEW YORK**



Most of the leading brands are being advertised conservatively. The makers are evidently feeling their way cautiously. They are anxious not to offend those people who oppose excessive drinking as well as those who disapprove of drinking entirely. In addition, there are many people who, while not opposed to drinking themselves, do not relish the idea of having their children urged to drink intoxicating beverages.

The North American Continental Corporation, has just started a new campaign on Plus 4 Scotch Whisky which attempts to break away from what other advertisers are doing. These advertisements bring out, rather dramatically, the fifteen-year aging of the product in such a way that the reader is made to realize that fifteen years is a long, long time. Each advertisement in the series is headed, "Remember way back when—" and features some event which took place fifteen years ago. One of these, for example, is, "The boys marched home from France." Others are, "Alcock and Brown flew the Atlantic" and "America went dry."

This age appeal is a very popular one and is being used by a number of the whisky distillers. Other appeals, in addition to who buys it and age are the reputation of the maker, health value, flavor and, of course, quality. A few are going in for just plain name publicity without any sales story.

It will be noticed that in practically every advertisement there is included the line to the effect that "this advertisement is not intended to apply in States where sale or advertising of liquor is unlawful." There are no Federal laws now restricting liquor advertising but some States

still prohibit the circulation or distribution of periodicals if they carry advertisements of alcoholic beverages. The States are unable to control matter that comes in through the mails so these laws apply only to newsstand or house-to-house delivery of offending publications.

Some attorneys maintain that these State laws cannot and will not be enforced, yet a few publishers still make separate editions for those States which prohibit liquor advertising. They intend to do this until either the laws are modified or court decisions eliminate the possibility of difficulty.

The line quoted above is inserted in case any distributor should be arrested or threatened with prosecution in any of the dry States. This will prove the "intent" of the advertiser and publisher and might help in protecting the news dealers.

As was reported in **PRINTERS' INK** recently advertisers of liquor are also making a similar announcement on their radio programs. The legal standing of this warning in publications and over the air has not been subjected to any test as yet.

✦

"Accepted by the best people" is one of the most popular liquor copy themes



**VAT 69**

*Quality with a difference*

**VAT 69**

*Liquor*

**SWATCH WHISKY**

**In clubs the world over - a member in good standing**

"Recommendation" With Scotch whisky as with men—"Quality" counts. No quantity. No "W"....but genuine polished character. Scotch Whisky....it is an essential part of the pleasure wherever good fellowship and good taste bring together under the same roof.

ESTD 1850

BOTTLED AND BOTTLED IN SCOTLAND BY

**Wm. Sanderson & Son, Ltd.**

THE LONDON & LONDON DISTILLERS & IMPORTERS

**BAYUK CIGARS INC.**  
MANUFACTURERS OF QUALITY CIGARS

*Its Ripe Tobacco*

PHILADELPHIA  
January 26, 1934

Indianapolis News,  
Indianapolis, Ind.

Gentlemen:

We are glad to hand you herewith advertising contract for the year 1934.

When Bayuk decided to reduce the price of the Bayuk Philadelphia Cigar (Bayuk "Phillies") from 10¢ to 8¢, it was realized that proper advertising was necessary to acquaint the public with the fact that the cigar at 8¢ was exactly the same in quality and size as when it was America's largest-selling 10¢ brand.

In considering the method of advertising to be used in Indianapolis, the solution of the Indianapolis News to carry the entire campaign was natural and logical.


The News not only gave full measure in return for the money invested in its advertising columns, but the service rendered by your organization has been far above the average.

More millions of men are smoking Bayuk "Phillies" today than any other cigar in America. In making plans for 1934, the News has again been selected to carry Bayuk "Phillies" advertising exclusively in Indianapolis.

Very truly yours,  
BAYUK CIGARS INCORPORATED  
*E. M. Hirst*  
Ad. Mgr. & Manager

EMH:G

CHARLES THOMPSON      HAROLD KIDSON      HAPPELSON      BAYUK INC.



# THE INDIANAPOLIS

New York: Dan A. Carroll  
110 East 42nd Street

Chicago: J. E. Lutz  
180 N. Michigan Avenue

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**P**RODUCING results for its advertisers is far more important to The Indianapolis News (and its advertisers) than reproducing figures showing lineage records. However, in view of the letter reproduced here, it is interesting to note that in 1933 The News carried 71 per cent of all national cigar advertising in Indianapolis, or 38,802 lines more than the other two Indianapolis newspapers combined . . . and 5 of the 7 national cigar accounts advertising in Indianapolis used The News exclusively!

If you have a good product and want to sell it profitably and economically in the Indianapolis Radius—use The News exclusively.

**S NEWS**

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**SELLS THE INDIANAPOLIS RADIUS**

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# Instead of Lobbies

**B**ACK of the co-operative campaign which the sugar industry is sponsoring is the decision to bring its problem before the bar of public opinion through the medium of paid advertising. It is doing a job which, if political history is to be taken as a criterion, is usually delegated to professional lobbyists.

In Washington at the present time quotas are being determined for the different types of sugar producers. The matter of tariffs is also up for consideration. Whatever is done is bound to have an important influence on the trade. To make certain that American refinery operations will not be handicapped by restricting influences, a group of refineries in

Massachusetts, New York, New Jersey, Pennsylvania, Maryland, Georgia, Louisiana, Texas and California, under the name of the United States Cane Sugar Refining Industry, is using large-space newspaper advertising to convey to the public a frank statement of its side of the story.

One advertisement, under the headline, "Cargoes that put Americans out of work," tells how importations of refined sugar cut down employment of American workers, reduce taxes, and curtail the industry's buying power of necessary supplies.

The advertising is appearing in eight cities, in all of which refineries are located—with one exception, Washington, D. C.

\* \* \*

## Death of Franz Jordan

Franz Jordan, magazine and farm-paper space buyer for the Matteson-Forgarty-Jordan Company, Chicago agency, died at that city last week. He formerly was in charge of media with the Western Advertising Agency, Racine, Wis., for a number of years. Mr. Jordan, one of the best known space buyers in the Middle West, was forty-three years old.

\* \* \*

## Darlington Leaves Hercules

Thomas D. Darlington has resigned as director of the news bureau of the Hercules Powder Company, Wilmington, Del. He expects to devote considerable time to the study of international problems pertaining to the Pacific area.

\* \* \*

## Death of C. T. Klug

Carl T. Klug, forty-eight, sales executive with the Willard Storage Battery Company, Cleveland, died recently at that city. He joined the Willard organization in 1914.

\* \* \*

## New Rochester Business

L. Seyle Whitmore and F. Eugene Roesser have started the New York Advertising Agency with offices in the Cutler Building, Rochester, N. Y.

\* \* \*

## Has Liquor Account

Charles Jacquinet et Cie, Philadelphia, cocktails, wines and liquors, have appointed Philip Klein, Inc., advertising agency of that city, to direct their advertising.

## Names Root Agency

Meer-Made Products, Inc., Chicago, waterproof fabric, has placed its advertising account with the Root Advertising Agency, of that city. Dental and medical publications will be used. This agency has also been appointed to handle the advertising of Hille Laboratories, Inc., medical preparations for physicians' use.

\* \* \*

## Heads Rapid Engraving Company

Miss Daily E. Nirdlinger has been elected president of the Rapid Engraving Company, St. Louis, succeeding the late Charles Lee Fisher. She was secretary of the company for twelve years.

\* \* \*

## Acquire "Coal Herald"

A group of Boston business men, headed by E. V. Anderson, have bought *The Coal Herald*, Boston, published for retail coal dealers in New England. H. A. Holbrook has been appointed editor.

\* \* \*

## Edits "Almanack"

George H. Wright, advertising manager of Jacob Reed's Son, Inc., Philadelphia, has been appointed editor of "Poor Richard's Almanack," magazine of the Poor Richard Club of Philadelphia.

\* \* \*

## Appoints Boston Agency

The advertising account of Henry Wenz, South Boston, Mass., chocolate, cocoa and confections, has been placed with the Stoddard Sampson Company, Boston.

# Graphic Arts Code Signed

Divides Industries into Two Major Groups, Sets Up Committee of Twenty Members

BY approving the code for the Graphic Arts Industry on February 17, President Roosevelt brought into existence a code which has been under discussion since last September. It is an amalgamation of nearly fifty separate codes which were filed for different divisions of various industries. Separate codes have been approved for the photo engraving and electrotyping and stereotyping branches.

According to the announcement from the NRA headquarters, only four other American industries exceed Graphic Arts in the value of products which, in normal times, is \$2,400,000,000 annually. More than 300,000 employees will be affected by the code.

For administrative purposes the industries are divided into two major groups: one dealing with the production and distribution of printing and the other with its specialized distribution. On the production side there are four divisions, relief printing, lithographic printing, intaglio printing and service industries. Relief printing includes commercial relief printing, non-metropolitan newspaper publishing and printing, periodical publishing and printing, book manufacturing and daily newspaper publishing and printing. Intaglio printing includes gravure printing and steel and copper plate engraving and printing. The service group includes trade typesetting, trade lithographic plate-making industry, advertising typography industry, trade mounting and finishing industry and trade binding and paper ruling industry.

The code establishes a 40-hour maximum work week and fixes minimum wages for different classes of skilled employees in different types of establishments. Special provisions cover the problems of the printer in the non-metropolitan areas with a small

volume of production. Competitive lowering of wages is guarded against by the requirement that no printer shall pay less than 90 per cent of the hourly rate prevailing in the same locality on July 1, 1933. Prevailing rates are defined "as the average of the hourly rates paid to the employees constituting that 50 per cent of each class of skilled employees coming under this code in that locality which was receiving higher hourly wage rates on July 1st, 1933."

## Administrative Set-up for Code

The administrative agency for the Graphic Arts Industry will be a board called the National Graphic Arts Co-ordinating Committee consisting of twenty members. Each of the four major divisions of the production side of the industry will have a National Compliance Board and each of the industries within each national product group will have a code authority. Provision is made for regional compliance boards and regional code authorities. The national product groups will be administered by administrative agencies. In the vast majority of cases there are trade associations for the different divisions of the industry.

Accompanying the code was an executive order of the President. By this order provisions of the code setting up three separate labor boards were deleted. In their stead, the President erected the creation of a bipartisan board consisting of five employers, five laborers' spokesmen and an impartial chairman to handle all labor controversies under the code.

Concerning one section of the executive order, which was opposed by labor groups as leaning in the direction of whittling away labor's rights under Section 7-A of the Recovery Act, the President said:

"In view of the disagreement

concerning the application of the condition it appears to me desirable to state here that my aforesaid condition is not to be construed or interpreted in such a manner as to conflict with Section 7-A of the National Industrial Recovery Act. Nor shall such condition interfere with the right of employees of any locality to express their desire to share regular work with bona fide resident unemployed competent mechanics in their particular trade or craft and to appeal to all agencies of the government to assist them in the exercise of this right."

As was to be expected, the Graphic Arts code is a highly complicated document and up until the time of going to press, no printed copies are available.

A prominent publisher, interviewed by a PRINTERS' INK representative, says that he believes the code is eminently satisfactory so far as it affects publications. He points out that in the fair trade practice provisions, the most significant sections are those making it incumbent on the publisher to give full information on his circulation and advertising rates.

This publisher characterized the Graphic Arts code as a kind of co-operative apartment house. He said: "The code, like the apartment house, is divided into various sections. There are certain house rules which apply to all floors in the house and then each floor in addition has its own particular rules so long as they do not conflict with the house rules."

## Newspaper Code

THE code for newspaper publishing has been signed by President Roosevelt who assures publishers that "freedom of expression" will be scrupulously respected; declares himself dissatisfied with the child labor provisions, and requests a five-day week for reporters and writers.

Highlights of the code, as signed, follow:

1. Maximum hours for accounting, clerical, office, service and sales employees (except outside salesmen, representatives, drivers, circulation men), cities of more than 50,000 population, forty hours; from 25,000 to 50,000, forty-four hours, less than 25,000 forty-eight hours.

2. Their minimum wages are to

be from \$15 a week in cities of more than 500,000 to \$11 in cities of less than 25,000.

3. Minimum wages for mechanical men, 40 cents an hour.

4. Employees have right to bargain collectively with their employers.

5. Code to be administered by body of ten.

6. Boys not to be employed except to sell papers on street between 7 A.M. and 7 P.M. in winter and an hour later on summer nights; to deliver papers, to work not more than three hours part time in offices.

Newspaper industrial board of eight, four appointed by publishers and four by NRA Labor Board to settle wage and hour disputes.



### Howe Starts "Book Business"

*Book Business*, a weekly newspaper for the book trade, has been started at 75 West Street, New York, by Wallis Howe, Jr., who will be editor and sole owner. It will carry trade advertising and reprints without charge of advertising from papers for which Mr. Howe acts as publishers' representative on book advertising. He formerly was with the New York *Evening Post* and the *Atlantic Monthly*.

### Tris Speaker Appoints Agency

Tris Speaker, Inc., Cleveland, Gray Eagle Liquors, has appointed Ralph W. Sharp, Inc., agency of that city, to direct its advertising. The brand name, "Gray Eagle," has been taken from the sobriquet given Tris Speaker by sports writers during the time he played American League ball and managed the Cleveland Indians. Full pages in Cleveland newspapers were used to introduce the firm and its brands.

# That No Business Complex

How Capital Goods Manufacturer Overcomes It So as Profitably to Sell in These Times

By C. N. Kirkpatrick

Secretary and Sales Manager, Landis Machine Company

WHAT happens to the salesman during a depression? What can be done for and with the salesman when conditions begin to indicate that they are approaching normal? With the general public, adversity either incites a man to do his best or it causes him to lose heart and sometimes his self-respect. With the salesman, too often it creates a state of inertia that may reflect rather badly upon his work, his ability and his results, when conditions do become normal.

In the consumer goods industries there is an exceptionally wide market. The nation may be suffering from a depression, but there are thousands of people who still have desires and needs for commodities and who have money to satisfy their desires and needs. Even though the results may not be all that are desired by the manufacturer, they are such that some definite results are obtained on the part of the manufacturer, as well as on the part of his salesman, so that both are encouraged.

In the capital goods industries, and particularly in the machine tool industry, conditions are entirely different. The capital goods industry has comparatively a more limited market and a depression is felt more severely. It is only recently that the public has awakened to the fact that to increase employment and to arrive at some state of stabilization, capital goods must receive full consideration.

The records of the machine tool industry show a series of peaks and valleys. When conditions are bad, the industry suffers greatly. Many plants are either closed down entirely or work a very limited force on short schedules. The salesman knows that his own company's plant is working on a short schedule and he begins to wonder

how he can be expected to get orders from other concerns. This feeling is intensified as he makes his calls upon manufacturers using machine tools. In some plants he finds a watchman at the gate who informs him that the plant is closed for a week. In other plants he finds that the works manager, the superintendent or the foreman upon whom he has formerly called has been discharged or laid off temporarily. Again he will find plants where a few men are working and perhaps many of his own machines are standing idle. In a majority of his calls he is told that there is no business and there is no consideration being given to the purchase or installation of new equipment.

The machine tool salesman usually makes about seven calls per day. He may call upon certain active customers as often as ten times per year. He will have quite a number of customers who may be classed as inactive, and upon whom he will call four or five times a year. During the course of a year he covers comparatively few firms. When the great majority of those upon whom he calls report bad conditions and no business, the salesman feels again that he cannot be expected to get any business.

## The Result Is a Let-Down

Convinced that there is no business, he goes after it in a desultory manner. He writes his home office that no business can be expected from his territory while such business conditions exist. He is confirmed in his belief by newspaper reports and by statistics which he reads.

We do not believe that the salesman should be censured too severely. Anyone in his position would be apt to suffer from the

same complex. The important thing for the manufacturer and particularly for the sales manager is to overcome this depressing outlook of the salesman and to make every effort to demonstrate that some business may be expected and should be obtained.

The statistics of any company will show that regardless of conditions in one territory some business is being obtained. If each salesman is informed frequently of the actual business being received from the various territories, he will realize that sales will result from his efforts in his own territory.

#### **Keep Salesmen Aware of New Designs**

The salesman should be kept very closely informed of new designs under way, and of new designs being contemplated. Every machine tool manufacturer has made strenuous efforts to maintain the designing and engineering departments. These are essential to the life of the business. If the salesman thoroughly appreciates the work being done on new designs to help him sell in the future, he also realizes that his company is looking forward and is not stopping to progress because business is bad. This has proved in some instances to be a big incentive for the salesman to renew his efforts.

Advertising plans for business papers and direct mail should be discussed with the salesman. He will get the idea that not everything is going to "rot"—that perhaps there are better conditions and more sales in the offing if his company is willing to spend money for advertising.

The salesman must be instructed to do constructive thinking regarding his territory. One man may tell his sales manager that prospects for his product are becoming less all the time; that changes in design of certain commodities have eliminated the operation for which his machine or tools are employed. That man must be shown that there are changes in designs of many other commodities which have added to his prospects and that in all likelihood his prospects are

brighter even when he feels they are growing dimmer.

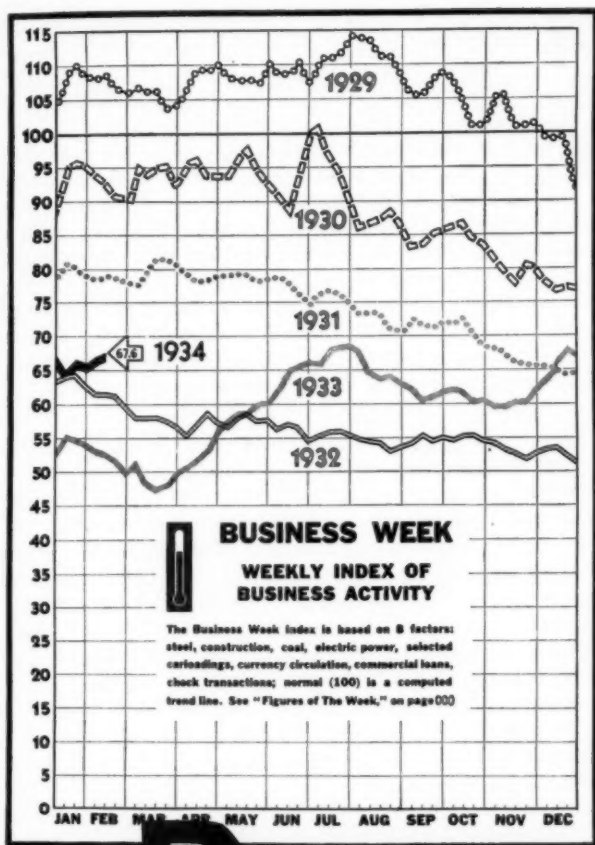
The greatest movement right now for the machine tool manufacturer is the one for modernization. This movement has been ably sponsored by the business press representing the machine tool field. Under the codes which will soon be operative in all industries there is a greater need for modernization than ever. The salesman frequently feels that this talk of modernization is the bunk—that it is very easy to write such stuff, but not so easy to sell on that basis.

He must be shown, and statistics are readily obtainable, that there are hundreds, perhaps thousands, of his machines that are eight or ten years old and should be replaced by machines of the latest design. If each salesman would make a record for his own information of every machine or tool of his company's manufacture that is ten years old or more, he would find the best field possible for his selling endeavors. He would then have a list of prospects which would be unequaled. With any long-established company the best prospects are those who are now using its machinery. Such users may feel that they can get along with the old equipment, but the salesman can impress them more than he perhaps thinks, in showing them the greater accuracy, the higher production and the lower manufacturing costs to be obtained with machines and tools of the new designs.

#### **One Incident That Jolted a Salesman**

One instance which we have in mind severely jolted one of our salesmen and effected a decided change in his idea of poor business. He happened to be in our home office and the various prospects in his territory were discussed. One prospect, a railroad company, was in the market for a thread cutting machine and a quotation had been submitted about thirty days prior to the salesman's visit at the home office. When the salesman was asked what the prospects were for an order there, he emphatically stated that we could not expect an





# PROGRESS REPORT →

"... doing things, going places."

# → 1

Things are better. You know it now—you advertising men—you feel it in increased billings, in expanded hopes; you sense it in automobiles and tires, in groceries and two-pants suits, in power shovels, trucks, collar buttons—and clients.

We knew it when, on Business Week. We saw it start when the banks went to the cleaners. We watched it rise in terms of steel production and car-loadings, of power consumption and bank clearings, of commodity prices and restored dividends.

We—and our readers—watched business improvement register its gains week by week on the Business Week Index. We saw the same curve which recorded the onset of the depression in sickening dips climb slowly out of the valley of the charts, cross the previous year, and the year before that: the fever chart of business plotting the serious sickness and the road to recovery.

# → 2

Things are better with Business Week, too. We are happy that virtue has rewards other than its own, measurable in lineage figures and A. B. C. reports. In the dark and desperate Ides of March, 1933, Business Week editors foresaw the developments which made Washington the capital of the country, brought their representation there to full war strength. To a resident staff already capable—(1) a chief with years of experience, (2) an expert on the ways and byways of the various departments, and (3) a political scout of first rank; they added (4) a reporter with the "till-forbid" assignment of watching the General and the NRA; (5) an editor, in New York, to watch the other end, check the progress in the field; and (6) an economist, of national reputation, to interpret what was happening from the broad economic viewpoint.

Readers responded. Nowhere else, could important business men, bewildered by codes and complications, find the answers to their anxious questions. The NRA Catechisms, the Code Scoreboards, the knowing weekly news interpretations made permanent many old friendships, started many new ones.

The results, to hard-working editors, were merely a just appreciation of their labors. To the publishers, with budgetary qualms at the lavish expenditures for Washington coverage, they were nothing short of marvelous. Circulation jumped from 66,044 net A. B. C. for the February 15th issue to 89,516 A. B. C. for the December 30th issue, a 35% increase which does not begin to measure the increase in reader interest, which answers graphically that old advertiser's question, "Do They Read It?" Added satisfaction to the publishers (and to those discerning advertisers who knew a good thing when they saw it) is a renewal percentage so

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high that experienced space buyers have to be shown it is honest.

Business Week advertising revenue has kept pace with its progress. January showed an increase of 32% (32.7% if we must be exact) over January of last year. Printers' Ink credits Business Week with a gain of 4,445 lines in that period. February will show an even greater gain, something around 50% as a matter of fact.

→ **3** Things are going to be even better for all business, for your business and our business. All of us are mobilized in the war to make the world (or this corner of it) safe for prosperity. All of us will share in the results of government spending comparable only to war years. How great this outpouring of money will be is not widely appreciated as yet. Our own estimate is that increased purchasing power (which means increased markets for whatever you sell) directly traceable to governmental spending will amount to \$77.50 for every man, woman, and child, \$387.50 per family, less than this for city families, about \$416 for each farm family, this fiscal year.

That such disbursements (we quote the editors) are promptly reflected in business pickup already has been tested and proved. Automobile purchases in agricultural states jumped over 100%; mail order house sales are up 36%. These increases start in, but are not confined to, the farm states. Purchases of automobiles and washing machines by farmers, of shovels and cement by the CWA, of electrical appliances by TVA, of shoes and sewing machines by workers everywhere with more money in the pants, go right across state lines to factories, which are your clients, and to you. The upturn, like the downswamp, knows no boundaries of politics or business.

Business Week, in making these prophecies, has the courage of its convictions. It is expanding its editorial service with a new publishing director at one end, with additional editorial assistants at the other. We believe not only that things are better, but that they will be better yet, and we are getting ready for it with broader editorial service, with better packaging of the product. We suggest that advertisers hitch their appropriations to a paper which is doing things—and going places.

# BUSINESS WEEK

order. He said that this railroad had a very small appropriation and that there were many other tools more important to buy; therefore, he did not think the threading machine would be purchased.

Exactly ten minutes after he had explained why he would not get an order, a telegram was received ordering the machine. The telegram was really in reply to a letter advising that we had a very limited number of the particular machines in which the railroad was interested. We have not since heard this salesman say, nor has he written, that business from this or that firm cannot be expected.

Another instance: A large company was interested in the purchase of several pipe machines. The salesman handling the job reported that price would be the main consideration and that it was likely we would lose the order unless we could give a big discount. Our policy is to maintain price and the salesman was advised accordingly. He was urged to get on the job again and put forth some real

effort to get the business. He made another call and reported that action would not be taken for at least a month. Then he went on his vacation. Three days after he started, the order was received for all of the pipe threading and cutting off machines and there was no statement whatever about a concession in price. We have had no pessimistic remarks from this salesman either.

We have written all of our salesmen about these two examples and have cited other examples to them. We feel that the results which our sales force has produced in the last several months are due, not only to improved conditions, but to the fact that we are gradually impressing upon them by word of mouth, letter and example that there always is some business.

With the improvement in conditions generally, renewed efforts on the part of the salesman—together with a revised opinion about the business obtainable—will put the manufacturer in a better position to get orders.

#### Elect Alexander Thomson

Alexander Thomson, president of the Champion Coated Paper Company, Hamilton, Ohio, and chairman of the board of the Champion Fibre Company, Canton, N. C., has been elected president of the Ohio Chamber of Commerce. He succeeds Frank M. McMillin, who retired after ten years as president of the Chamber.

#### Heads Utica Radiator Sales

Carl A. Sawade has been appointed general manager of sales of the Utica Radiator Corporation, Utica, N. Y. For the last year he has been vice-president and general manager of the Lincoln-Niagara Corporation.

#### New Cleveland Studio

Charles Schreiber, E. R. Blair and V. S. Wilbur, formerly of the Richard Fawn Studio, Cleveland, have formed a partnership known as the Caslon Art Studios, with offices at 1836 Euclid Avenue, that city.

#### Appoints Fletcher & Ellis

The Ward Baking Company, New York, has appointed Fletcher & Ellis, Inc., New York agency, to handle a radio network program and a newspaper campaign on Ward's Soft Bun and Cracked Wheat Bread.

#### Advertising New Wall Papers

The M. H. Birge & Sons Company, Buffalo, N. Y., wall papers, is celebrating its 100th anniversary with the introduction of Water-Fast wall papers. These will be advertised in women's and class magazines. The Moss-Chase Company, Buffalo, is directing the campaign.

#### Frohning Starts Service

Paul R. Frohning, recently sales and advertising manager of the S.M.A. Corporation, Cleveland, has started his own consulting service in that city for the development and merchandising of technical products.

#### Death of M. B. Herman

M. B. Herman was fatally injured in Cincinnati recently when struck by an automobile. He formerly had been with the advertising department of the Mosby Medicine Company, Cincinnati, maker of Konjola. He was fifty-two.

#### New Account to Reese

International Wine Cellars, Inc., New York, foreign wines and spirits, has appointed Thomas H. Reese & Company, Inc., New York, to direct its advertising account. Magazines, newspapers and business papers will be used.

# Window Contest Theme of Selling Program

## 400 Displays Tie Up with Promotion Event

OVER 400 department stores submitted pictures of windows featuring A.B.C. Percales in a recent contest conducted by Arthur Beir & Company, Inc. Built around a four-foot blow-up of a magazine advertisement which appeared about the time of the contest, the result was a splendid tie-up and a concentrated period of attention for the company's product and new patterns.

Each fall this company puts on a special A.B.C. back-to-school promotion to create a demand for the use of percales for girls' dresses. Last fall it was decided that this promotion should be expanded to include a window display contest offering a first prize of \$100, a second, third and fourth prize of \$50, \$25 and \$15 respectively and eleven other prizes of \$5 each.

There were only three simple

rules in the contest: (1) The window had to be devoted to showing A.B.C. Percales exclusively—and only those patterns selected by an Honor Fashion jury; (2) the poster blow-up had to be featured in the window; and (3) a photograph of the window had to be mailed to the Arthur Beir company. One of the factors that contributed to the success of the contest was that care was taken to appoint as judges some of the outstanding men in the retail field, their names lending a note of quality and authority to the contest.

The contest was motivated somewhat as follows: What the Beir company wanted primarily of course was to interest department stores in getting behind its annual fall back-to-school promotion. This promotion was featured in all of the business papers and by the company's sixty salesmen on their



This was the prize-winning window. A playlet was acted by children and carried to the audience outside by loud speakers

# FAME FOR ONE PIONEER

## ANDY BURNETT



AS Andy Burnett stalked with his rifle through the pages of the Post, this courageous pioneer of the American prairies won for himself and his author, Stewart Edward White, a host of permanent friends.

And Swift & Company, pioneer meat packers, share these friends. Share the friends of Andy Burnett, of Mr. Tutt, of Charlie Chan, of Tugboat Annie —of that long train of characters the Post has brought to fame.

For just as Andy Burnett stories made readers of the Post hungry for more adventures of the Long Rifleman, so Swift advertisements have made them hungry for Swift's Premium Ham.

All over America, Post readers have gone to their dealers, demanded Swift's Premium Ham, the kind that's "Ovenized."

The power that wins friends for the characters in Post fiction is the same power that wins sales for the products in Post advertising.



THE POWER THAT BRINGS NATIONAL REPUTATION TO AUTHORS AND LIFE TO THEIR CHARACTERS IS THE SAME POWER THAT GIVES NATIONAL REPUTATION TO ADVERTISERS AND LIFE TO THEIR TRADE

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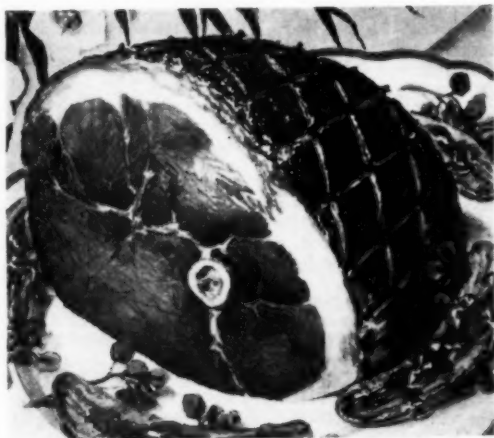
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# SALES FOR ANOTHER SWIFT'S PREMIUM

*for back of them both — the Post*



## SWIFT & COMPANY AUTHORIZE US TO PUBLISH THIS STATEMENT:

"It was thirty-three years ago that we ran our first advertisement in The Saturday Evening Post. Women's buying habits have changed radically since then. Particular now, they buy by brand name. Millions of them, when buying ham, ask specifically for Swift's Premium, the kind that's 'Ovenized.'

"We are sure that our advertising in the Post, year after year, has been a great influence in making the nation appreciative of Swift products.

"Today, as thirty-three years ago, we use The Saturday Evening Post as a primary medium in our advertising program."

## SATURDAY EVENING POST

"AN AMERICAN INSTITUTION"



calls. Through these efforts, about 1,000 stores expressed an interest in this promotion event with orders for A.B.C. Percales. It was part of the company's co-operation to send all of these stores display material, including the blow-up for the window.

In addition a special letter about the contest was sent to the display managers of these 1,000 stores, emphasizing the window contest feature and telling them that the display material was being sent to their store with the merchandise ordered especially for that event. In addition salesmen had the contest story in their portfolios and broached the idea of a window display with the display managers. It was from this group of department stores that 400 photos of window displays were submitted—a very satisfactory showing, in the opinion of the company, and a splendid "extra dividend" for their annual promotion idea.

Previous to this fall event the company had done promotional work which would make the promotion more effective. An honor fashion jury had selected a group of the choicest new styles suitable for back-to-school clothes and named them Honor Fashions. Then for each of these styles the jury selected the most outstanding new designs in A.B.C. Percales. Two leading pattern companies made up special paper patterns for these honor fashions and these were advertised in full color pages in two of the leading fashion quarterlies. These chosen fashions were also emphasized in the fashion sheets which these quarterlies send for distribution to customers of department stores. Counter display

posters and newspaper mats were also offered as tie-ups.

The back-to-school occasion for this promotional event of course lent itself very readily to window display ideas. Therefore some very interesting photos were submitted, with the result that the judges were impressed by the quality and ingenuity characterizing many of the windows. The winner, Hess Brothers, of Rockford, Ill., for example, won first place by a unanimous vote of the judges for staging a children's play right in the window.

Children from the local orphan asylum dressed up in A.B.C. Percales acted out the playlet, which was carried to the crowds outside by means of loud speakers. The scene was laid in a country schoolroom, the walls and roof of which were covered with percale. On the wall was a blackboard on which the following had been written: "A stands for Arthur, B stands for Beir, C stands for Company, maker of A.B.C. Percales."

The second prize window used gigantic books bound in percale and labeled "Arithmetic," "History," "Geography," with another book using the blow-up as a front cover design.

The four winning windows were illustrated in a page advertisement run in business papers after the contest was over offering the winners congratulations.

Since the promotion event the Beir company reports increases in the sale of percale in many of the cities in which the contest was run. In Rockford, Ill., in which the winner of the contest is located, sales increased 80 per cent after the promotion event.

♦ ♦ ♦

#### Advanced by Toronto "Globe"

The following promotions have been made in the advertising department of the Toronto *Globe*: Roy E. Tait takes charge of national advertising, and Carman B. Draper takes charge of retail advertising. W. Charles Ward assumes special duties in charge of national advertising promotion. Howard S. Mark, formerly in charge of retail advertising, now assumes added responsibilities in charge of retail advertising promotion.

#### Buys Scranton "Republican"

The Scranton, Pa., *Republican* has been sold to Frank D. Schroth, of Trenton, N. J., who disposed of his interests in the Trenton *Times* some time ago. For the last twenty years the *Republican* has been under the ownership of Colonel L. A. Watres and members of his family. Colonel Laurence A. Watres, a son, president of the company and editor-in-chief, will continue as a director of the new organization.



It was seven below zero at 9 o'clock in Detroit Thursday morning, February 8th, yet

**4,500 WOMEN** stormed the doors of the Fisher Theater to attend the Free Press School of Cookery

It was eight below zero at 8 P. M., and yet

**5,200 MEN** attended the semi-finals in the Free Press Golden Gloves Tournament

**Men or women**, sub zero weather or not, how they do read, and respond to the Free Press, all of which assures the results you expect from good advertising in this newspaper.

**The Detroit Free Press**

1831—ON GUARD FOR MORE THAN A CENTURY—1934

To The Executive Whose Signature Requires

# How Many Long Ads Do YOU Read?

**A**SIDE from your professional interest, how many *long* advertisements did you read last week, last month?

And did it ever occur to you that others may share your antipathy to lengthy messages—particularly that great *Mass Audience* upon whom you are now dependent for **VOLUME**?

Example: real food before you, ready to eat, is the most powerful of all food appeals.

When food is set before you on the table, a hundred or a thousand words are not required to arouse your desire. If long messages were necessary, our servants would be trained to accompany the serving of food with lengthy speeches. On the contrary, good service is marked by few words.

**STREET RAILWAY ADVE**

220 West 42nd Street, New York

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## Required On Advertising Contracts

(No. 17 of a Series)

# Advertisements Do Read?

What counts in advertising is what people *remember*. Car advertising is automatically fool-proof, because it can't say more than people can remember.

Right now this has a special significance: the daily riders in the street cars are the Earners and their families—today's sole source of volume sales. The buying power of the nation rests squarely in their hands.

What one medium or combination of mediums can reach this vast army of daily riders—the *millions who have the millions*? You will have to decide because these are the very folks you will have to reach if you want *volume*.

No other medium can reach car riders (Volume buyers) as Car Advertising reaches them: *directly, intimately, frequently, economically*.

W. S. B.

ADVERTISING CO.

Street, New York



# Take TIME to read

Here's the Journal story:  
"clear-cut, concise, complete"! It points the way  
to the one best buy in  
one fine market.

## THE JOURNAL

PORTLAND, OREGON

REYNOLDS-FITZGERALD, INC.

National Representatives

New York Chicago Detroit Los Angeles San Francisco  
H. R. FERRISS, Seattle

## Where well-filled purses open easily if you apply the *Rule of Three*

Laudable is the desire of sales-minded executives and space-buyers to find that market where well-filled purses unclasp.

In the Journal Dominion—all of Oregon, an important part of Southwestern Washington—that market exists. It is responding, and will respond, to good merchandise adequately advertised and aggressively sold. The response is quick and certain when the one best medium



*The response is quick and certain...*

of reaching it is used, the daily Journal, Portland, Oregon.

Apply the Rule of Three—here or in any market\*—for convincing proof. That newspaper which leads in circulation, leads in major classifications of advertising and has the lowest rate per thousand of good potential customers, very naturally returns the greatest value for your advertising dollar. In this market it's the daily Journal!

### 1 CIRCULATION LEADERSHIP

The daily Journal has the largest circulation in the Pacific Northwest. It is the only daily in the Pacific Northwest with over 100,000 circulation.

### 1 ADVERTISING LEADERSHIP

The daily Journal leads in retail advertising, general advertising, total paid advertising.

### + LOWEST MILLINE RATE

The daily Journal has the lowest milline rate of any daily newspaper in the Pacific Northwest.

\*There are only five other newspapers in all the country, in cities of 100,000 or larger, that completely fulfill the greatly-to-be-desired Rule of Three.

## THE JOURNAL PORTLAND, OREGON

Reynolds-Fitzgerald, Inc., Nat'l Representatives  
New York Chicago Detroit Los Angeles San Francisco  
H. R. FERRISS, Seattle

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# Too Hot to Handle

When Competitive Fights Become Industry Battles the Trade Association Should Step In

By C. B. Larrabee

THE bright spotlight that has been focused so sharply upon the Copeland Bill has resulted in a surprising lack of attention for one of the most significant developments looking toward the reform of shoddy advertising. This development is the inclusion in the trade-practice sections of many codes of provisions concerning advertising.

The most significant phase of this development is the open recognition that unethical advertising may, after all, be a co-operative industrial problem. Unfortunately for business as a whole up to the present time this subject has been one that has been docketed by trade associations in far too many cases in the file marked, "Too hot to handle."

Because many trade association leaders today are looking ahead to the period when the commuting to Washington will be over and business will once more settle down to its accustomed affairs, it is important that associations as a whole look forward to the possibilities of settling knotty industry advertising problems. The knottiest of these, it happens, are not centered around co-operative advertising but are centered around that least co-operative of all advertising, the competitive battle.

Periodically, the consuming public is treated to the unpleasant sight of a group of manufacturers washing an industry's dirty linen in public. Some smart young advertising man gets what is known in the trade as a "swell idea." As a rule it is bright, glib and scintillating—but unfortunately too often the scintillations are those of paste jewelry.

Too frequently such an idea is loaded with dynamite because it will almost inevitably lead to a competitive war.

Of course all advertising is in a sense competitive but there are many kinds of competitive advertising ranging from that which makes a bid to new customers without any reference whatever to other products, to that type of advertising which by veiled reference—and often the veil is very thin—directly points the finger at competing products and says that they are of no value—or even harmful.

## Competitors Naturally Fight Back

Once a company commences a competitive campaign of this kind it is in for a long battle with other companies in its industry. Few manufacturers will stand aside and see competitors knock them in advertising. They quite naturally fight back with the result that in the long run the buying public is presented with the unsavory picture of a group of manufacturers telling how bad other products are and putting less and less emphasis on the merits of their own products. The inevitable result is that a general suspicion is cast over all products in the field.

Here, obviously, is an industry problem. Unfortunately, far too many trade associations take the attitude that what their members do in the way of advertising is very much their members' own business. As a matter of fact, advertising, when it gets competitive, becomes so much everybody's business, as far as the industry goes, that it has the possibilities of breaking wide open the tightly knit structure of the trade group.

Therefore, as associations begin to fight their way out from under the mass of detail that has been dumped upon them by the NRA, it becomes increasingly apparent that one of the problems that should be taken out of the "Too hot to

handle" docket should be this problem of competitive advertising.

There is every reason why, under the NRA or out of it, co-operative trade groups should begin to consider advertising problems as industry problems. During the last several years there has been a marked tendency on the part of certain advertisers to overstep the bounds of competitive license. As industry enters a period of recovery it is co-operatively important that manufacturers consider any developments which seem to retard the growth of their industries. In many cases it can be pretty clearly proved that highly competitive advertising is a retarding factor and deserves consideration along with all other similar factors.

The question of ways and means of handling these problems is and must be up to the individual associations. The setting up of unwieldy or autocratic advertising committees should, of course, be discouraged. On the other hand, the setting up in a trade group of a committee which is representative of all phases of opinion in the industry should be the first step in the job of handling the competitive situation.

Such a committee would have to be carefully chosen, because if it were not it might poke a fussy finger into all forms of advertising and assume a fault-finding attitude which would handicap the selling efforts of the entire industry.

#### Determining What Copy Is Harmful

As a matter of fact, however, it is generally pretty easy to determine harmfully competitive copy angles. A manufacturer's boast that his product is the best of its kind is not a damagingly competitive theme and should not occupy the attention of any committee. On the other hand, advertising which says, "My product is the best because all the other products in this field are no good," should be scotched at once.

With a strong committee such advertising can immediately be

made an industry problem. Gossip and closing dates being what they are, as a rule the growth of a competitive campaign is known pretty well in the trade before the advertising itself appears. Therefore, if action is prompt, many competitive campaigns could be stopped before they appeared in print.

The question of enforcement is always one of discouragement in association activities. In this particular problem it becomes unusually acute.

#### The Force of Industry Opinion

Of course, the strongest enforcement agency is that of industry opinion. If the majority of advertisers in an industry make it felt strongly that they are against competitive copy they will be able in the beginning to create an industry attitude toward advertising which will automatically take care of most overly competitive cases. When an advertiser knows that any step he plans to take will be frowned upon by the leaders in his industry, he is less likely to take such a step than under present conditions where dog-eat-dog attitudes are common.

However, assuming that the advertiser goes against the opinion of his industry and does start a competitive campaign, industries have two possibilities. First, of course, they can attempt to get something written into the codes to cover the situation. It is improbable, however, that the NRA will go very far to help in this particular situation.

The second method of taking the offensive against the competitive advertiser is first to inform him that he is going against the better interests of his industry and therefore is subject to expulsion from the association. Secondly, the association, once its committee has made its decision, can get in touch with all publications and inform them that the advertising is against the best interests of the industry and therefore the industry will give the publications all the backing they need in fighting the competitive angle.

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It is significant that in many instances publishers have straightened out competitive situations when advertisers who were being hurt or about to be hurt have not taken a strong stand. As conditions exist today no association need worry about getting an unsympathetic reaction from the publishers. As a matter of fact the publishers will welcome the active support of any co-operative group in fighting competitive advertising which the publishers realize only

too well works to the disadvantage of advertising as a whole.

Advertising has suffered frequently from competitive battles. The way to handle these is industry's problem. The one group best fitted to handle them this way is the trade association.

Therefore, progressive leaders of the association movement are hoping that associations will see their opportunity and take on this matter which has always been "too hot to handle."

## Mr. Fuddy Was Too Good

THE picture was scarcely credible. It portrayed Mr. Fuddy—Mr. Ellsworth Fuddy—caught in the act of shoveling snow off his front walk. Perhaps shoveling is too mild a word; for what Mr. Fuddy was doing to that snow was downright devastating.

Two onlookers gasped in astonishment. What they didn't know about Mr. Fuddy was that—as Cartoonist Fox explained in his caption—he had just learned about Post's 40% Bran Flakes. Mr. Fuddy, it seemed, was practically exploding with newly found energy.

To General Foods, however, it appeared that Mr. Fox had been just a shade too enthusiastic. Hence newspaper readers chuckled

last Sunday at copy that clucked, disapprovingly, at illustration.

"Really, Mr. Fox," the headline read. "Don't you think you were carried away somewhat when you drew this picture?"

In part, the copy proceeded:

"We understand your enthusiasm, Mr. Fox. But—all we wanted to say is this: A lot of people who are listless, logy, who 'don't know what's the matter with them,' are suffering just from a sluggish intestine—often caused by lack of bulk in the diet. And often things perk up surprisingly when this trouble is corrected. We'd like to have these people try Post's 40% Bran Flakes With Other Parts of the Wheat . . ."

### Heads Classified Department

Charles P. Schaeffer has been appointed classified advertising manager of the Chicago *Daily News*. He has been with the *Daily News* since 1920, and succeeds Thomas Lowery, who was in charge of both classified and financial advertising. Mr. Lowery resigned because of ill health. Charles Foresman and Frank McCunn are now in charge of financial advertising.

### Adds New Accounts

James H. Turner, Chicago agency, has been appointed to handle the advertising of the following Chicago companies: A. J. Kasper Company, coffee; American Household Institute; Ela Singer Ice Pack Company; General Screen Advertising, Inc., and Kuhn Remedy Company.

### Caffey Joins Rossiter

W. P. Caffey, formerly with the General Electric Company, has joined Ralph Rossiter, Inc., New York advertising agency. He was at one time with Erwin, Wasey & Company, and advertising manager of Durium Products.

### New Cincinnati Business

Leland Davis and Associates, Inc., has been formed to do a general advertising business in Cincinnati. Incorporators are Leland Davis, I. G. Knaebel and Rodney L. Maytum.

### Watts Regulator with Low

The Watts Regulator Company, Lawrence, Mass., has again appointed the F. J. Low Company, Inc., New York, as advertising counsel. This agency formerly handled this account.

### Appoints Mogge Agency

The Union Asbestos & Rubber Company, Chicago, has appointed Arthur R. Mogge, Inc., of that city, as advertising counsel on Bloc-Tex brake lining.

# Entertainment of Buyers Falls Off

Lean Pocketbooks and NRA Take Blame

Editor of PRINTERS' INK:

The writer would appreciate very much articles which you have printed in the past on the subject of "Entertainment" pertaining to the solicitation of business.

About a year ago you printed an article that pretty much satisfied my desire in this respect under the caption "Entertainment." If it is possible, I would appreciate it very much if you would send it to me.

**I**NQUIRIES here and there among salesmen, sales managers and purchasing agents in a number of different lines indicate that during the last several years a lot of the water (and Scotch) has been squeezed out of entertainment in its role as a sales instrument. "Very much decreased" is a comment frequently encountered. All of which is very much as might be expected, even over and above the fact that the exacting price tactics so much in vogue among buyers may have tended to dampen the inclinations of would-be hosts to contribute to prospects' happiness by exerting the selling force of golf games, wrestling matches and barroom exercises.

The application of the squeeze has operated from both sides of the transaction. Salesmen have learned in the bitter depression classroom that they can make better use of their time by expending it in making more honest-to-goodness business calls, instead of dissipating their greatest asset in sales flirtations over the luncheon table and the tee. At the same time buyers have found that necessity demanded their interest be focused much less obliquely on cold product worth, a condition that some salesmen, at least, have been able to recognize. Another contributing factor is the appear-

ance of a large new generation of buying authority in recent years. Many of these new buyers are pressed for time by other business duties; many of them were not brought up in the blindly gay understanding prevalent in the whoopee days that purchasing is just a game of take and order, or vice versa.

The lessening of financial facilities available to salesmen, communicated through rude restrictions on expense accounts, has also operated to the detriment of entertainment volume. With sales lower and orders smaller, the money simply isn't there for playground use. In its addition to its influence on the overly social-minded salesman, this circumstance has had a salutary effect on the buyer viewpoint in certain industries that elaborate outings were the mandatory prerogatives of their favors.

This statement of current condition of the use of entertainment in business solicitation has a significance that is more than historical. The point has been brought out rather clearly that much entertainment was an effect rather than a cause of good business, even when the diversion chronologically preceded the signing of one particular contract.

Meanwhile, the subject also calls for consideration in terms of the bribery sections in the NRA fair practice codes. The intent and lavishness with which entertainment is still administered in a few fields, even though relatively diminished in recent years, is such as sometimes to render thin indeed the ethical line between it and the outright giving of a tangible article of value. It may be that the code authorities will find it feasible to interpret the bribery clauses as an instrument of restricting the obvious abuses.



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# **NEW PASSENGER CAR LINAGE**

During January the Sunday Sun-  
Telegraph was the *only* Pittsburgh  
Sunday newspaper to show a gain  
in this very important classification  
over January 1933.

Figures by Media Records, Inc.

**The Pittsburgh  
SUNDAY SUN-TELEGRAPH**

NATIONALLY REPRESENTED BY  
**PAUL BLOCK AND ASSOCIATES**

# Fighting Substitution by Code

THE evils of retail substitution have plagued many a manufacturer of branded merchandise. In the drug field, notably, the practice has reached a most rampant and flagrant state.

With the advent of the retail drug code, however, machinery has been set up for the extermination of the substitutor. Section 4, paragraph A of the code plainly states: "No drug retailer shall substitute another article or any part thereof for the kind ordered, without due notice to and consent of the customer." All that is necessary to set the machinery in motion, of course, is the factual evidence that will justify a manufacturer to lodge a formal complaint with the NRA Compliance Board.

Since not every manufacturer has the time and facilities for uncovering specific violations of this provision, the establishment of The Prescription Protective Bureau, of New York, is interesting to note. Under the direction of Samuel F. Friend, the Bureau is undertaking to prosecute, in the interest of several drug manufacturers, dealers who substitute on their products.

Working through a staff of field investigators, the Bureau within

two months amassed evidence that led to fifty-seven individual complaints being filed with the Retail Drug Trade Code Authority of New York. Upon being summoned before the Code Authority, the offending druggist is politely put in mind of his transgression and warned that a repetition of the act is liable to culminate in a \$500 fine and the reference of his case to NRA boards of higher power. The majority of druggists were wise enough to take the hint, but two were discovered by the bureau, which follows up each complaint carefully, to have continued in their set ways. To these, it is hoped, will be meted the prescribed punishment.

During the last thirty days fifty-one additional complaints have been instituted by the Bureau in behalf of such well-known proprietaries as Eskay's Neuro Phosphate, Luminal, Pyramidon and Ergoapio, products respectively of Smith, Kline & French, Inc., the Winthrop Chemical Co., H. A. Metz Laboratories, Inc., and the Martin H. Smith Co. Operations of the Bureau, at present confined to New York, will later be extended to other cities.



## Canoe Account to Toronto Agency

The Peterborough Canoe Company, Ltd., Peterborough, Ont., has appointed Norris-Patterson, Ltd., Toronto agency, to handle its advertising. Magazines, rotogravure, trade papers, and direct mail will be used. This agency also is handling a campaign in Canada for Nestlé's Le Mur Company, hair preparations.



## Names Rossiter

Kuhne Galleries, New York, modern furniture, fabrics, etchings, etc., have appointed Ralph Rossiter, Inc., agency of that city, as advertising and merchandising counsel.



## Appoint Free and Sleinger

Stations KFAB, Lincoln, and KOIL, Omaha, have appointed Free and Sleinger, Chicago, as their national advertising representatives.

## Midwest Group Meets

The semi-annual meeting of the Midwest Newspaper Advertising Managers Association was held in Kansas City February 11 and 12. Three new members were elected and the association voted that the membership be closed. The "Gene Kelley Trophy," offered to the member who develops the best advertising idea most adaptable for use by other members, was awarded to the Omaha *World-Herald*.



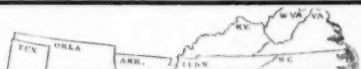
## Motor Equipment Merger

The Electric Autolite Company and the MotoMeter Gauge & Equipment Company, Toledo, have been merged. Name of the consolidated company is to be determined later.



## Has Salt Account

The Leslie-California Salt Company has appointed the J. Walter Thompson Company, to direct its advertising and other sales promotion activities.



## WHY THE SOUTH LEADS



• Because the South's 1933 crop values of more than \$1,750,000,000—of which Federal bounties totalled less than 10%—represent a greater crop-price increase than in other sections, and a crop-value increase greater than that of the other 34 states combined.

### — And In This Leading Market PROGRESSIVE FARMER Circulation Parallels Leading Sales Areas

Progressive Farmer's dominant coverage of the prosperous Southern Rural Market exceeds that of any other publication by more than 150,000. *And with an even wider margin of lead—190,000—Progressive Farmer concentrates 72% of its more than 850,000 circulation in the 9 states of:*

Texas	North Carolina	Georgia
Oklahoma	Virginia	Alabama
Mississippi	South Carolina	Florida

*which states are responsible for:*

81% of the South's More Than \$732,000,000 Increase in 1933 Crop Values.

77% of the South's 1933 Crop Values of More Than \$1,769,000,000.

76% of the South's More Than 1,500,000 Farm-Owned Cars and Trucks.

THE SOUTH'S LEADING FARM-AND-HOME MAGAZINE

# Progressive Farmer

*and Southern Ruralist*

BIRMINGHAM, ALABAMA  
RALEIGH, N. C. MEMPHIS, TENN. DALLAS, TEXAS

The Buying Guide in More Than 850,000 Able-To-Buy Homes

# Radio Programs Pull Best When Promoted

Some Case Studies of Resultful Merchandising Methods

By Bernard A. Grimes

A RULE that should be incorporated in every radio advertising campaign is "Merchandise the program." Even those sponsors who hold that they will not advertise their programs, line up when it comes to merchandising promotion.

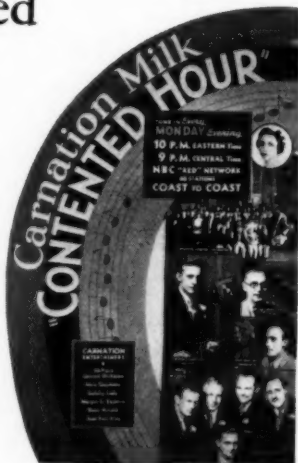
Merchandising prepares the trade to capitalize on radio advertising effort from the start. It enables the sponsor to derive maximum effectiveness from the broadcasting phase of his consumer activity.

Sponsors have a choice ranging from postcard and letter announcements to an elaborate campaign of tie-in material with the flexibility that this broad field makes possible.

Merchandising should begin well in advance of the broadcast. Follow-up should be consistent to keep alive the interest of the trade. Such efforts not only are helpful in tying up the product at the point of purchase, but they also keep the dealer aware of the advertising which is being done to draw consumers to his store.

A survey of the merchandising material used by a number of advertisers includes the following:

- Letters.
- Postcards.
- Formal Announcements.
- Broad-sides.
- Sales Meetings.
- Window Stickers.
- Counter Cards.
- News Bulletins.
- Premiums for Customers.
- Tickets to Broadcasts or Passes to Studios of Local Stations.
- Imitation Theater Tickets.
- Business-paper Advertising.
- Articles in House Magazines.
- Folders.



- Photographs of Talent.
- Testimonial Letters from Users.
- Tabloids.
- Certificate Membership in Program Clubs.
- Poster Stamps.
- Buttons.
- Copies of Radio Talks.

The type of business, nature of program, factor of time and amount of money to be spent will determine which of the items listed can be used. How and when they are used is perhaps best described by reviewing the methods of a number of advertisers.

## Best Foods, Inc.:

Combination broadside and window display. Certificate of membership in the Merry Musical Grocers Association presented to grocers who verified the fact that they heard the program.

Poster stamps issued to grocers for use on packages sent to customers. These were also used on company correspondence with dealers. Celluloid buttons, distributed among grocers' clerks, and worn by them to remind people to hear the program.

Business-paper copy featured the

Feb. 22, 1934

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radio artists in costume. Suburban stores were urged to hold radio parties, the company co-operating.

#### Premier-Pabst Sales Company:

Small window posters and counter cards have been found effective because they don't take up much room, yet attract attention. Salesmen have such pieces available for distribution among dealers at all times. Business-paper copy also used. Bulletins sent to salesmen.

#### Congress Cigar Company:

Cards sent salesmen and distributors described program and listed stations. Throughout two-year period, window sticker pictures of Kate Smith were sent dealers. Small cards for attachment on open boxes of La Palina proved very popular and were used in large quantities.

"The La Palina News Bulletin," carrying pictures of Kate Smith and news of her activities, was mailed monthly to company salesmen and to the home addresses of distributors' salesmen.

#### Carnation Milk Sales Company:

Launched a booster club among employees. Dues were "Listen in yourself and be responsible for getting new listeners every week."

Employees were asked for comments. Response, which fell just short of 100 per cent, resulted in many valuable suggestions. Carnation's own salesmen calling on the retail trade are notified far in advance of every detail of the radio campaign, as are brokers and direct representatives.



Before the first broadcast, a broadside was sent all jobbers. The same broadside with a letter was sent chain-store buying headquarters. The broadside and a special letter were sent salesmen calling on the retail trade.

The broadside and copies of both these letters were sent to brokers and direct representatives together with a letter outlining suggestions for merchandising the program.

Everything was done to take members of the sales organization back of the scenes. This was done not only to sell them on the program but to make them enthusiastic as well.

Copies of "Carnation News," carrying articles and pictures of the broadcast, were presented individually to grocers by retail



"Pardon me, madam...this



WHAT woman's magazine now offers advertisers of electrical equipment position that lowers by 55% the cost-per-person of having their advertisements seen?

WHAT woman's magazine has the greatest news-stand sales?

WHAT woman's magazine has just secured the foremost food research specialists in the country to act as Guest Editors and work out the answers to a series of food problems?

WHAT woman's magazine was found by Dr. Starch to have improved by 45% its effectiveness as an advertising medium by changing to a triple magazine?

*The New* M<sup>c</sup>CALL'S

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## *new* VACUUM CLEANER *is...*

**O**F COURSE no vacuum cleaner salesman would crash Mrs. Smith when she's entertaining guests. She wouldn't listen. She wouldn't be in the mood, to put it mildly.

How is it, then, that most advertisements are expected to be howling successes in the face of magazine articles which may stir up the exact opposite mood in a woman?

Realizing this difficulty, McCall's reassembled its magazine so that advertisers wouldn't have to talk out of turn, so that advertisers could be sure of the reader's full attention.

Now when a vacuum cleaner advertiser wants to find women ready to listen, he tells his story opposite articles in the magazine that create the mood in which he wants the reader—McCall's Homemaking.

The cosmetics, the clothes she wears, the care of her personal charm (both editorials and advertising on the subject) are left for another section—McCall's Style & Beauty.

And the pleasures of life, such as travel, automobiles, cigarettes and the

like, are best displayed in the section of McCall's where a woman turns for pleasure and recreation—McCall's Fiction & News.

How much better is McCall's?

45% better, measured by the number of extra readers that see your page in this new make-up. That many more women are in the mood to stop, and read if your story pleases them. The 45% is from a survey independently made by Dr. Starch.

The truth of the figures is in the reports from our advertisers. A toilet goods manufacturer says "85% more returns." A food advertiser says "75% better." Another food advertiser says "Twice as many 9c coupons received." 60% more readers write us each month for editorial material and booklets. The list of successes is long and convincing.

McCall's has not increased its rates to cover this increased effectiveness. It passes these savings on to the advertiser.

McCall's Magazine, 230 Park Avenue, New York City.



TELL YOUR STORY ON McCALL STREET AND MORE WOMEN WILL LISTEN

[illegible]

salesmen, who also distributed counter cards.

Salesmen were equipped with a sound device encased in a Carnation can. This device reproduced the "moo" of a cow and tied-in with the sound effects which introduce the program. It is believed that almost every grocer has seen and heard these "pocket cows."

**Waitt & Bond, Inc.:**

The principal promotional work done on "The Blackstone Plantation" series, which ran for four years, was to notify salesmen and distributors of the hook-up, with a list of stations and to supply window stickers featuring the principal artists.

**Bristol-Myers Co.:**

An electrical transcription campaign is being used for Ingram's Milkweed Cream. Druggists in the territory covered by the spot broadcasts were sent a broadside illustrating the characters in the program. They also received a list of the stations, testimonial letters from users of the product, and a postcard for use in ordering a counter display.

Ten days after the broadside was mailed, a giant telegram was mailed to these same dealers reminding them of the program. Ten days later a facsimile letter on

the personal stationery of Frances Ingram was mailed to these dealers again reminding them of the program and repeating the counter display offer. In addition, all regular trade-paper advertising was devoted to promoting the radio programs.

• • •

These case studies are important in one particular: They illustrate the variations and flexibility possible in planning the job to be done in relation to the money available to do it.

No single type of promotion is most effective all the time. One kind will prove best under one condition, but it is a good idea to try the various kinds from time to time. The first essential is to capitalize at the point of sale on the good-will created by the radio program.

Retailers show a decided preference for material that features the artists and which unmistakably identifies them with the product advertised. The merchandising campaign should not be spasmodic. Every step should be carefully planned in advance. Fresh material should be constantly made available to salesmen for distribution to retailers.

It is not enough to have an article of merit and a good program.

Feb. 22,

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Thorough merchandising at the point of sale is necessary to complete the job.

A recognition of dramatic values, so essential to creation of a successful program, carries over into the promotion of that program. The exercise of ingenuity will often lead to ideas which, until the opportunity presents itself, may not be foreseen.

For example, there is the clever promotion used to capitalize on the Maxwell House series. Here, as the Show Boat made its air

tour of the cities, its arrival was made known to dealers in each city in advance and a complete plan outlined for dealers to tie-in with the event.

Personal appearance of a program's artists at meetings of salesmen and dealers also helps to stimulate enthusiasm. It introduces reality. They like to be "in the know," to get behind the scenes. Get them interested, by whatever means, and they will express this interest in their work with those whom they contact.

## President in Advertising

BETTER BUSINESS BUREAU OF NEW ORLEANS, LA.  
NEW ORLEANS, LA.

Editor of PRINTERS' INK:

Will you please let us know what laws there are governing the use of the picture of the President of the United States in advertising?

E. DAVIS McCUTCHON,

Manager.

THE best reply to this question is furnished by Stephen Early, assistant secretary to the President, who tells PRINTERS' INK:

"I must advise that the White House policy with relation to such requests prohibits the use of the name or likeness of the President of the United States in advertising of any nature.

"While there is no law prohibiting the use of the President's picture in advertising, permission for such use of his photographs never is given, and we exert every effort to discourage their publication in connection with any commercial advertising."

### Heads Westinghouse Division

A. E. Allen has been elected vice-president of the Westinghouse Electric & Mfg. Company. He will have charge of the merchandising division which is now established as a separate operation distinct from other divisions of the company. He will have charge of all sales, manufacturing and engineering activities of this new division. The merchandising division as now constituted will include all products for which the main outlet is through merchandising channels. Mr. Allen has been with Westinghouse since 1902. D. S. Youngholm has been elected vice-president of the Westinghouse Lamp Company, succeeding Mr. Allen.

• • •

### Death of B. M. Wynkoop

Bernard M. Wynkoop, publisher and general manager of the Jackson, Mich., *Citizen Patriot*, died at the age of sixty-one. He was also a director and vice-president of Booth Newspapers, Inc., of Michigan. His long association with the newspaper business began in 1896 when he became cashier of the Detroit News.

### Ohio Publishers Re-Elect

W. O. Littick, publisher of the Zanesville *Times Recorder*, was re-elected president of the Ohio Newspaper Association at its three-day convention held in Columbus. Other officers re-elected were Granville Barrere, Hillsboro *News-Herald*, vice-president; Russell H. Knight, Columbus, executive secretary, and Chester MacTammany, Columbus *Citizen*, treasurer. Carl Bull, Circleville *Herald* and J. A. Van Buren, Cleveland *Plain Dealer*, were elected to the board of trustees. They succeed George Rogers, Cleveland *Plain Dealer*, and Raymond White, Millersburg *Farmers-Hub*.

• • •

### Appointed by Stockton Gauge

The Stockton Profile Gauge Corporation, Lowell, Mass., has placed its advertising account with The K. R. Sutherland Company, Boston agency. Business papers will be used. The Stockton company was recently purchased and moved to Lowell under Walter B. Reilly as president, and William G. Spence as treasurer. E. Benjamin Redfield, Jr., is sales manager.

*For the Last Time..*

**..WE OFFER  
ADVERTISERS THIS  
AMAZING PRICE**

**\$1.30**

**PER PAGE  
PER THOUSAND**

1,300,000 guaranteed circulation, ABC—a steady growth of thousands in every unit of the group each month. Yet, **UNTIL MARCH 1 ONLY**, you can still buy Fawcett Women's Group at the old price, based on only a million circulation. It's far more than a low price—it's an unparalleled value in space!

*Wire Reservations  
to Nearest Fawcett Office..*

**BEFORE MARCH 1st**

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# PROTECTION *All Through* 1934...IN THIS MARKET *of* 1,300,000 *Big-Spending* WOMEN

1,300,000 vitally interested women readers guaranteed, ABC—and more than 1,500,000 actually delivered, on an average, with thousands more and more joining the ranks voluntarily each month! That's Fawcett Women's Group!

Women who get these magazines **BECAUSE THEY WANT THEM!** Women who get their copies, 96.13% at newsstands. Women who buy most of these newsstand copies right at **YOUR** point of sale—in department stores, drug stores, chain stores and variety outlets! What richer market could you ask!

And especially when you consider that these are young women—women in the biggest spending periods of their lives, when they have the most money to spend, and the greatest need to spend it.

You will not reach this big-spending young women market with any other magazine or magazine group, either. By their own statements, these young women read few other magazines; duplication is amazingly low.

At any price, this market would be worth investigating; at the present amazing bargain offer, it is the outstanding space value. Don't sacrifice this chance—get in your reservations for all of 1934 at once. **WE MUST HAVE RESERVATIONS OR ORDERS BEFORE MARCH FIRST!**



Taking care of these girls' business alone, it is estimated, would keep five biggest hosiery mills in America running full blast! Just one item these girls are constantly buying.



Ten biggest cosmetic houses would have to work at capacity to supply this lady's rouge, powder and cream! This covers only a fraction of her drug store purchases.



If any one cigarette firm could capture the market offered by Fawcett Women's Group, it would mean thousands more employed. Cigarettes and candy—and millions of dollars weekly, for 3,900,000 meals a day!

## Fawcett Women's Group

FAWCETT PUBLICATIONS, INC.

MINNEAPOLIS NEW YORK SAN FRANCISCO CHICAGO LOS ANGELES



# Profit Prospects for Retailers in Branded Items

Department stores are asked in this article to put the items they buy to the profit test. If a line offers profit possibilities to the customer, to the store and to its manufacturer, it is good business to carry it. Branded, nationally advertised articles ought not to fear that test. The article is reprinted by permission from *The Merchandise Manager*.

By Amos Parrish

OUR organization has analyzed the operations of far too many departments not to have carloads of proof of the profitability of many advertised brands.

Or we might better say, not to have proof of the profit possibilities of many advertised brands. Because not a few stores still insist on deliberately selling such goods at no profit—most of which selling has always struck us as being about as bright as decorating the front of your dress shirt by deliberately spilling on it a jigger of tomato juice or even a Manhattan cocktail.

The stores that misuse advertised brands seem to like to kill these geese that lay, or can lay, golden eggs for them. Some of them even go to the trouble of advertising the murder of these geese. And then they seem surprised when people don't applaud the killing.

There are doubtless some advertised brands the selling of which aren't golden-egg laying geese but tin-egg laying guinea hens—items where stores have a difficult or sometimes impossible time in making a profit. In some cases this is the fault of the manufacturer in pricing his goods at a figure that makes a store profit impossible. Why stores sell these goods is beyond us—and eventually even beyond themselves to figure out.

In many other cases, however, stores have brought on themselves the lack of profit in certain items. They have done this by making footballs out of soap and sheets

and cotton batting. And not even a Columbia team could win with such, could it?

For years one of the prize footballs, of course, have been sheets. And you've heard many a store person tell you that you couldn't make any money in the selling of sheets. This isn't a difficult statement to prove.

Anyone who has a passion for smashing dishes is likely to tell you that dishes are to be smashed. Whereas we were raised with the idea that dishes are to be eaten with. The same way with sheets, or with blankets, or with curtains, or with furniture, or with anything else that you can name.

It isn't any problem to prove that you can't make money on them if you refuse to promote them and display them at prices on which you can make a profit. If you save all your energy for promotions at profit-losing prices, there is no one to blame but your wife's husband, is there?

Or take the electrical end of a department store. Rare is there one that's made any money since the good old Victrola-selling days—and, of course, they weren't electrical then. But there are electrical appliances with good, sound nationally advertised names behind them whose profit record is as clear as any open highway.

In the first place, the known names make selling much easier. In the second place, when the prices are put at levels where profits are possible—*profits are possible*. Pro-

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vided the store puts vigorous promotional effort behind them.

Here is a brand of shirt that leads the profit-makers in the men's furnishing department. Here are branded mattresses whose selling invariably makes the store a profit. Here are branded house dresses, sure profit-makers. Here are branded men's socks on whose selling the store can scarcely help but profit. Here are certain branded corsets, always profitable. Here are certain brands of hosiery, always profitable when rightly merchandised.

Here are certain branded houseware items profitable even in a department that as a whole loses plenty. Here are branded towels profitably sold by scores of stores even though scores of others insist on losing money on them. Here branded underwear, profitable invariably. Here are branded sheets on which many stores make a profit. Here is branded men's clothing so priced as to permit a profit in spite of the lack of profit in the department.

We have—and every good store has if it will dig for it and face the facts clearly—plenty of evidence pointing undebatably to this conclusion: Many nationally advertised and branded items are not only profitable but they often lead their departments in net profit.

With the exception of a few items wrongly priced by manufacturers, or football-priced by retailers, stores can and do—when they use their heads—make money in the selling of advertised brands. Stores' records, analyzed without prejudice but with fact-finding, clearly prove this.

#### Some Facts and Figures

Let's see what the figures and facts show in a few cases typical of scores.

Here's a men's sock classification in a typical men's furnishings department. Mark-up for the department, 38 per cent. Mark-up for a nationally advertised sock at a fast-selling price, 37.5 per cent. If you were to stop there, you might say that as far as mark-up was concerned, this branded sock wasn't a

good thing for the store to have.

But when you went further and got into the question of mark-downs, you found there were practically no mark-downs on the nationally advertised sock. In fact, the mark-downs were less than one-half of 1 per cent. And that left a gross margin of more than 37 per cent.

However, the department as a whole, even including these nationally advertised socks, had mark-downs of 5.1 per cent, which left a gross margin for the department of 34.7 per cent—more than 2.3 per cent less than the gross margin on the branded socks.

And so, to repeat, if one were only looking at mark-up he would have turned his thumbs down on these advertised socks, whereas if he looked at the *net* result, which was gross margin, he couldn't help but find it was good business for that department to have those advertised socks.

#### Tale of an Advertised Brand of Shirt

Here's a department where an advertised brand of shirts had mark-downs of less than 1 per cent over a period of a year, whereas the average mark-downs for the department were 6 per cent. But you might be interested in knowing that although that nationally advertised shirt did more than 25 per cent of the business in the whole department, it received less than 4 per cent of the department's promotion.

And although the mark-up on these shirts was just at the average for the department—in this case right at 38 per cent—the gross margin returned to the store on these nationally advertised shirts was better than 37 per cent, as compared with the departmental average of 34 per cent.

Here's a drapery department. As a department it is more likely to lose money than to make money. But inside that department there are sections which, if properly merchandised, simply must make money.

When priced rightly and merchandised rightly, curtains sold by the pair, ready-made, are profitable

items. But rare is the store that displays enough of such items and puts enough of its promotional effort behind them, fully to capitalize on their profit possibilities.

Another obvious example is mattresses, which are included in the furniture classification in the N.R.D.G.A. figures. Although the furniture department has been for years one of the three most unprofitable departments, and in some years has lost more than any other department in the store, not only percentage-wise but also dollar-wise—inside this furniture department is the mattress department which, if it is well merchandised, can hardly help but make money.

And one of the reasons for this is the pegging of mattress prices at certain profitable points. We realize that there are also some successful promotions of mattresses, not nationally advertised, at lower prices in the hope of boosting the customer up to the advertised brands.

But there are a great many successful and profitable mattress departments that have the good sense to promote good nationally advertised brands, which, if vigorously promoted, can't help but return the store a sizable profit. We have seen only two furniture departments that gave as much promotion to mattresses as the profits in mattresses clearly deserved.

#### **"Building Somebody Else's Name"**

There are some stores that shy away from nationally advertised brands because they ask, "Why should we build up somebody else's name?"

A good question this, and a better one to answer: If in your selling of an item you incidentally help build up a brand name that belongs to somebody else, what do you care if you are in business to sell goods at a profit and if you can sell branded goods of good value in a quality standard worthy of your store?

Doubtless there have been some few manufacturers whose actions have seemed unfair to retailers and in some cases have been unfair to

retailers in taking their branded item which a store has built up and adding outlets for it in that same city—using as their excuse—or reason—the fact that the store that had helped build the article up in that city "wasn't selling enough" of that article. In some cases the actions of manufacturers in this have certainly been justified—others definitely unjustified. But these cases, like most complaints you have ever heard—or made—aren't one-tenth so important as the noise made about them would indicate.

#### **Not All Buyers Look for an "Extra"**

There are some manufacturers who don't understand retailers' problems and who believe that buyers are always chisel-armed, always looking for an inside—an extra. There are other manufacturers who believe that stores are always unfair in their demands for extra favors. And others whose fetish is the unfair returning of goods by stores.

But as a whole, fair and reputable stores have been fair and reputable in their dealings with manufacturers. The chiselers have chiseled, as they always will. The square ones have been square, as they always will be.

And, by and large, an unprejudiced person would have to conclude that good manufacturers of branded items are exactly as fair in their dealings as are good retailers. In our opinion, a retailer can consider the manufacturer of a branded item to be on the level. The exceptions to this, to repeat, would only go to prove the rule.

We're finding alert merchandisers and buyers all over the country anxious to get the facts about the profit possibilities in branded goods, just as they are anxious to get any facts that will help their profits. They want to know today. And when the facts are shown them and with the whiskers all taken off, they will act fairly and intelligently on sound conclusions based in these facts.

Because our work is primarily with stores, and because our work

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During January 1934  
The **PITTSBURGH**  
**POST-GAZETTE**  
*Gained*

**110,684** Lines

**OF ADVERTISING**

**AN INCREASE OF 23%  
OVER JANUARY, 1933**

MORE local advertising was carried in the Post-Gazette during January 1934 than any previous January since 1929 . . . and more National Advertising was carried in January 1934 than in the corresponding month of 1932 or 1933, while total advertising lineage during January 1934 likewise topped January 1932 and 1933. More and more advertisers are recognizing the sales power of this great morning newspaper.

**PAUL BLOCK**  
and ASSOCIATES

NEW YORK  
BOSTON  
CHICAGO  
PHILADELPHIA  
DETROIT  
LOS ANGELES  
SAN FRANCISCO

**PITTSBURGH  
POST-GAZETTE**

**Largest Circulation of Any Pittsburgh  
Daily Newspaper**

**ONE OF THE REALLY GREAT NEWSPAPERS  
OF THE UNITED STATES**

was with stores alone for a great many years before we did any work for manufacturers—we've always put these three tests to any item, and we recommend that stores add these tests before they allow an item to go on sale: Does this item offer profit possibilities three ways: (1) Does the item offer profit possibilities to the customer who buys it? That is, is it a good value? Is it something he or she wants? (2) Does it offer profit possibilities to the store? And (3) Does it offer profit possibilities to

the manufacturer? That is, can he make money on its manufacture and sale because if he can't he certainly won't be in business any longer than his—or even his Uncle Alf's money holds out.

An item has to profit customer, store and manufacturer before it can consistently profit any one of the three. And our analysis of the selling of a great many items in a great many stores in many cities proves—that the selling of customer worthy branded items is good business for customer-worthy stores.

## President Urges Radio Bill

**A**CTING under orders from President Roosevelt, radio leaders in Congress will do their utmost to push through the current session a bill creating a Federal Commission on Communications which will automatically abolish the Federal Radio Commission.

While details are not yet known, the new commission, it is believed, will be composed of seven members, as against five on the present radio agency. The chairman would

be a "general" member, and there would be two commissioners for broadcasting; two for wire communications, such as telegraph, telephone and cable, and two for radio communications. It is doubtful whether more than one or two of the members of the present radio agency would be reappointed to the new commission because of the peculiar qualifications which will be necessary for these specialized designations.

### N. Y. U. and CWA Join in Survey

A survey of newspaper reading habits based on a questionnaire which will also endeavor to obtain some information on the public's buying ability as compared with a year ago is being undertaken by the Department of Advertising and Marketing of New York University. In this project the University is working in conjunction with the Civil Works Administration. The nucleus of a force has already been assembled and the survey will be under way shortly under the direction of Edward J. McLaughlin. One of the questions in the survey which will be of interest to national advertisers will be one which will ask those interviewed what their next major purchase will be.

### Names Baltimore Agency

The B. Howard Richards Company, Baltimore, retail property leasing, has appointed I. A. Goldman & Company, of that city, to direct its advertising account. Business papers and magazines will be used. Frank Katz has joined this agency as an account executive.

### Mathes Adds to Staff

Franklin W. Dyson and N. Fletcher Turner have joined the production department of J. M. Mathes, Inc., New York.

### New Addresses

*The Iron Age* has moved its Philadelphia office, in charge of Charles Lunberg, to the Chilton Building, 56th and Chestnut Streets, that city.

Albert Frank-Guenther Law, Inc., New York agency, is moving March 2 to 131 Cedar Street, that city.

Chicago *Daily Times*, about May 1, will be located at 211 West Wacker Drive, that city. This address will be known as the Chicago *Daily Times* Building. It was previously the Chicago Evening Post Building.

*The Home Craftsman*, Plainfield, N. J., has moved its offices to the Pulitzer Building, 63 Park Row, New York.

### Appoints Niagara Agency

The Niacet Chemicals Corporation, Niagara Falls, N. Y., has appointed the Baldwin-Urquhart Advertising Agency, of that city, to handle its advertising. Business papers and direct mail will be used.

### Has Lee Hat Account

Birmingham, Castleman & Pierce, Inc., New York, has been appointed to handle advertising of the Frank H. Lee Company, Danbury, Conn. Plans for a national campaign are under way.



# Retail Sales 20% Higher in Detroit

(Detroit News, Feb. 7, 1934)

**Business is good in the Fourth  
Market Now!**

**You can blanket this important  
field with your advertising  
messages over WJR.....**

**Reaching the greatest number  
at the lowest cost of any ad-  
vertising medium or combina-  
tion of mediums in the Fourth  
Market.**

## WJR

**10,000 WATTS  
CLEARED CHANNEL  
NBC BLUE NETWORK**

**THE GOODWILL STATION  
FISHER BUILDING DETROIT**

*"Michigan's Greatest Advertising Medium"*

# 230,000



## 230,000 SAID YES

Can you imagine one whale of a parade - up Fifth Avenue let's say - of just about all the business and technical brains of America? Presidents, inventors, famous builders, flyers, masters of transportation and public service, financiers, research men, etc. Along with their department heads? Then while you are about it, just imagine that a parade eight abreast, about fifteen miles long, had filed past a reviewing stand for at least four hours, and you'd have a close idea of the 62,600 subscribers who said "yes" to McGraw-Hill Field men in 1933. They said yes in the old fashioned way - on the dotted line; and they paid good money after discussing McGraw-Hill service with you. 62,600 said, "I need a McGraw-Hill Journal on my job - send it to me."

To complete the picture imagine this parade extending for another 10 miles and you will include 61,000 more top officials and policy-forming executives in American business who were sold by the Business Week sales force. Combining them, you have over 113,000 that never could be duplicated in any other way.

And if you want to get a further thrill you can add a still larger figure to represent the job done by our Mail Circulation Dept. - without doubt the most successful outfit of its kind anywhere. Somewhere in the neighborhood of 117,000 American business men signed their names to new and renewal orders for all McGraw-Hill papers sold to them by mail.

Some cloudy day when the going is tough you might get back in your stride just by getting a clearer focus on the job being done by you and about 200 other Field Circulation salesmen on all McGraw-Hill papers, backed up by this campaign.

These picked men, more than any others, are the people who make America tick. They decide things; start new things; change things; develop new action cars; build Radio Cities and Boulder Dams; work chemical miracles and make new transportation stunts possible. In the stands at a big league game if the McGraw-Hill type of

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# ...said you

## Let the man who sells subscriptions tell you what business paper circulation really is!

**H**OW would you like to read a publisher's promotion piece that's really *different*? No awe-inspiring bindings — just a crude, mimeographed sheet. No beautiful rhetoric — just a sincere, homely résumé of McGraw-Hill's circulation policy and results during the past year.

In fact, this wasn't meant to be a promotion piece at all. It's simply our Circulation Manager's "Bulletin" to his field staff, summing up for them the work they did in 1933. But it impressed us as a discussion of

business paper circulation that every advertiser and agency man would like to read whether he's just a cub or an old timer in the business.

Come on back-stage with us. Read and learn why 230,000 men said "Yes" to our circulation men in 1933 . . . what kind of men these 230,000 are . . . how McGraw-Hill gets its circulation . . . what you get when you buy McGraw-Hill space.

Just mail the coupon, and we'll gladly send you a copy.

### McGRAW-HILL PUBLICATIONS

McGraw-Hill Publishing Company,  
330 West 42nd Street,  
New York, N. Y.

"

I'd like to read that "inside story" of McGraw-Hill circulation. Please mail a copy to:

Name.....

Company.....

Street Address.....

City.....State.....

Yes

# Chiclets Stage a Debate

A NEW contender in the spearmint flavored gum field is Chiclets. In entering this field, the American Chicle Company has the advantage of the distribution which Chiclets have enjoyed in the New York and Philadelphia markets strengthened by newspaper, car card and some outdoor advertising.

A dramatic angle for advertising the new product has been found by letting people of stage and screen prominence argue the merits of the respective flavors. This copy not only features the news element but carries with it a testimonial preference for the new flavor as well as for the old. The campaign, in 450-line space, will run for sixteen consecutive weeks in Philadelphia and in New York newspapers.

No money is being paid for the testimonials. The photographs reproduced in the campaign have all been taken on the stage and, in some instances, there has been an

incidental expense in getting stage hands to set up scenes for the play for the photographer.

No special budget has been set aside for advertising the new

## NO MORE MURDER AT THE "VANITIES"

NO MORE MURDER AT THE "VANITIES"

Chiclets

NOW...TWO FLAVORS

DELICIOUS NEW SPEARMINT...GOOD OLD PEPPERMINT

**Chiclets**  
NOW...TWO FLAVORS

DELICIOUS NEW SPEARMINT...GOOD OLD PEPPERMINT

flavor. Both this and the peppermint gum are being promoted under the regular Chiclets budget which, like all budgets for American Chicle brands, has been increased 10 per cent.

### Buys "American Nurseryman"

The American Nurseryman, formerly published at Rochester, N. Y., has been sold to F. R. Kilner, editor of The Florists' Review, and will be published from the offices of the latter publication in Chicago.

### F. B. Mitchell Elected

Frank B. Mitchell, manager of Linton & Company, Chicago and St. Louis representatives for the Northwest Paper Company, has been elected president of the St. Louis Association of Manufacturers' Representatives.

### Has Multistamp Account

Advertising of The Multistamp Company, Inc., Norfolk, Va., stencil duplicators, is now being handled by Gottschaldt-Humphrey, Inc., Atlanta.

### Tide Water Advances MacEachern

Frank D. MacEachern, manager of the Middle Atlantic department of the Tide Water Oil Company, has been promoted to the position of Eastern sales manager of the company and will make his headquarters at New York.

### Names Friend-Wiener

The advertising account of M. A. Gants Company, Inc., New York, importer of wines and liquors, has been placed with the Friend-Wiener Advertising Company, Inc., New York.

### Gets Brew Advertising

The Fink Brewing Company, Harrisburg, Pa., has appointed Byren-Weil-Weston, Inc., Philadelphia, to handle its advertising.

# Some Advertising Facts for Government Skeptics

There is little doubt that advertising is definitely under fire in Washington. But, as Mr. Lichtenberg indicated in an address before the Advertising Club of Boston, this attitude probably comes more from misinformation than from malice. The case for advertising is not particularly difficult to prove, as is shown here. Therefore, Mr. Lichtenberg's suggestion that Government officials should be given some lessons in advertising is sensible and constructive.

By Bernard Lichtenberg

Vice-President, Alexander Hamilton Institute

WE are seriously concerned with the attitude of certain high officials in Washington toward advertising. But recently a high Government official who daily comes in contact with business said to me that he knew a manufacturer who made a better quality of goods than a competitor, the competitor being a national advertiser.

"Because he does not advertise," went on the official, "he is able to sell at a lower price than the national advertiser."

There seems to be, in the opinion of some of us, an antagonistic feeling toward this important part of selling. In the opinion of others, there seems to be a profound misunderstanding of the place of advertising in the scheme of business. Whatever the reason, I believe it is high time we took stock of the situation.

Advertising in its true light is but one part of distribution. Distribution covers packing, carting, freighting, warehousing, salesmen's expense, credit, collection expense, financing, advertising, etc. All of these functions are inter-related. Should any one of them break down, in a situation in which it was necessary, the danger to the business would be great.

No one knows better than retailers what an important factor credit is in selling. No one knows better than the manufacturer how much poorly laid out salesmen's routes,

carelessness in sales expense and the like increase the cost of distribution. Advertising is not the all important single factor that many have claimed for it. It is not a cure-all in spite of the many enthusiasts who seek to sell it as such.

We have been brought up under the slogan, "It pays to advertise." We have only recently made attempts to find out why it pays, and when it pays. We have never featured the slogan, "It pays to sell," or "It pays to warehouse." I am afraid much of our reasoning has been based on the false logic of *post hoc ergo propter hoc*. A company advertises, a company is successful, therefore it is successful *because* it advertises. That, gentlemen, I regret to say, is not always the case.

## Other Factors Than Advertising

If you will examine most of the successful businesses of today, you will find that advertising has been an important factor, yes—but there were many other factors which had just as much to do with the success of the business. Careful buying of raw materials, up-to-date factory methods, efficient packaging, intelligence in laying out trading areas—these and a thousand other things have materially contributed to success.

I sometimes feel that we in advertising do not want to hear all

the truth. We are constantly reading success stories in advertising, but do you ever see any stories on advertising failures? I'll wager you do not. We may hear of them very occasionally and off the record. When we do, we are apt to place the blame for the failure on anything *but* advertising. Unemployment, poor packaging, bad sales policies, lack of buying power on the part of the public, any or all of these are used as an excuse, but never must we admit that advertising was at fault. That, good sirs, would be treason against what we have proudly but erroneously called our craft, God save the mark!

\* \* \*

I believe we should ascertain the facts as to how much of the retail selling price of our products is spent in advertising. That, I think, is the first step in making any ruling that an advertised product must be sold at a price higher than an unadvertised competing product.

In 1929 the Campbell Soup Company—surely a large advertiser and a most efficient organization—issued the following statement:

"In 1898 the output of the Campbell Soup Company was 500,000 cans for the entire year. Now 18,000,000 cans are produced in one week."

"In 1898 the expense for salesmen was  $7\frac{1}{2}$  per cent and for advertising 14 per cent of the selling price. Now the cost for salesmen is  $2\frac{1}{2}$  per cent and for advertising less than 3 per cent, making a total selling cost of 5 per cent, or  $2\frac{1}{2}$  per cent less than the cost for salesmen alone in 1898.

"The advertised price of Campbell soup is 12 cents a can anywhere in the United States. This pays for the cost of the material, the manufacturing charges, the distribution cost, and the profits of jobbers and retailers. The cost of advertising a single can of soup is  $17/100$ ths of 1 per cent."

In other words, if a consumer buys a can of Campbell's Soup for 12 cents,  $36/100$ ths of 1 cent of her money is spent by Campbell in advertising. It looks as though the soup control board or whatever

body directs the future of the soup industry will need a great statistician to fix the different prices on advertised and unadvertised soups. Maybe an expert cook could do the job along with the statistician by cutting down on the noodles in the advertised soup.

What percentage of the retail selling price of a box of crackers is spent for advertising? The Loose-Wiles Biscuit Company says that on a 10-cent package the advertising expenditure is less than one mill.

The price to the consumer of a Lord Pepperell shirt is \$1.95. The amount of the manufacturer's advertising expense in that price is one-third of 1 per cent or some  $64/100$ ths of a cent.

Out of \$1.75 the consumer pays for a sheet, 1 cent goes for advertising.

Over the last twenty years the Eastman Kodak Company has spent in its advertising of amateur photographic merchandise in the neighborhood of  $3\frac{1}{2}$  per cent of the retail selling price. You who are gray-beards can readily recall the difference in the price of photographic apparatus between 1914 and 1934. The Eastman company quite rightly justifies the money spent on advertising by saying: "Savings to the consumer as a result of consistent advertising are so many times the amount of the money devoted to advertising that we think any question of wasteful practice is untenable."

### What People Think Advertising Costs

Some two years ago, an inquiring advertising man queried business men, students, and housewives as to what they *thought* they were paying for advertising in each purchase of various articles in common use.

In the case of a well-known soap, the average guess of these representative consumers was that of every 7 cents they paid for a cake of this soap, 1.4 cents went for advertising it. The fact was that the company was spending only one-fifth of a cent per cake.

The average guess of the cost of

*Woman's World Is Going Ahead — Go Ahead With Woman's World*



# WOMAN'S WORLD

*announces*

CIRCULATION INCREASE

NEW ADVERTISING RATES

*Effective with the  
December 1934 Issue*

1,100,000

GUARANTEED NET PAID

Woman's World offers the lowest  
page rate per thousand of all  
the leading women's magazines

*"I Will Build Slowly — But I will Build Soundly" — Lee Ellmaker*

the advertising in a \$50 suit of clothes was \$6.21. The actual cost was \$1.

The third item was a nationally known breakfast food. The consumers guessed that 2.3 cents was spent on advertising for each 15-cent package. The truth was that the company was spending only 3/10ths of 1 cent per package.

When you buy a 5-cent glass of Coca-Cola, the huge sum of 1576/100,000ths of 1 cent goes for advertising.

In these examples you will find the amount thus broken down is ridiculously small when one places it against the savings to the consumer made possible through the use of advertising and good and efficient management. These savings come in distribution, and we have been hearing a lot about the waste in distribution.

These are but a few of the cases which might be cited in which advertising has actually cut down the price to the consumer. It was not advertising alone that made Campbell's soup, it was not advertising alone that made the Coca-Cola Company, it was not advertising alone that made Pepperell sheets, but advertising was an important factor in the success of these and many other companies. It was not only an important factor for the stockholders of the company but it was and is an important factor for the consuming public.

\* \* \*

We now have published in Washington a bi-weekly periodical called the "Consumers' Guide." This is put out by the Consumers' Counsel of the Agricultural Adjustment Administration of the Department of Agriculture. It is widely circulated among consumer groups, women's clubs, teachers of home economics, etc. It endeavors to tell the consumer what he should pay. It actually advocates the setting up of Government standards by which the consumer should purchase, this in spite of the fact that the average consumer would not understand a Government standard if he saw one. I would ask you to read, for example, the Government's specifications for soap. Get

a copy of them and take them with you shopping. Try to buy a soap to fit the specifications. Try to find a sales clerk who can read the specifications any better than you. It is an interesting experiment.

It is up to all of us to combat intelligently, this rather definite and certainly unfortunate attitude on the part of certain officials in the Administration toward advertising. I believe that they are quite wrong in their beliefs. I am willing to go so far as to say that I believe they have been misled into that belief by extremists against advertising and extremists for the cause of advertising.

### Effect Would Be Far-Reaching

Their present attitude, if pursued to its logical course, would have its effect far beyond the pocketbooks of those who make their living by the sale of advertising. It would affect the future of established businesses which seek safety of future existence by adding new advertised products and would prevent the ambitious beginner from launching out with his own advertised product—big business and little business would be prevented from enjoying the right of expansion.

I may be entirely wrong in the assumption that those officials in our Government who now seem to be actively engaged in trying to penalize advertising are men with closed minds on the subject. I have not found their minds closed on other subjects, as many believed to be the case. On the contrary, I have found that when their minds are directed to the practical aspects of a situation they are most anxious for information.

As business men, as those who know something about the true and proper functions of advertising, and as citizens, I believe it to be our duty to help put the Government on the right road insofar as advertising is concerned. The road it is now on is wrong—and the steps taken will have to be retraced. Don't let it go too far on that road lest the time lost cause too much damage.



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# Business Is Better!

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## *Thank You~*

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*Our advertising volume in January, 1934, represents an increase of 44% over January, 1933—(163 pages in January, 1934, against 113 pages in January, 1933).*

Behind advertising, of course, is sales planning and aggressiveness. But of even greater importance these days, there is confidence, based on sound judgment, of ability to secure an increased volume of business at a profit.

Nearly a year ago, President Roosevelt stated "Fear is our greatest Fear." Today we can say "Confidence is our greatest Confidence."

Business paper advertising, especially, represents confidence in the future of business,—

*Did you see the front covers of STEEL, issues of February 5, 12 and 19? Copies on request.*

Consequently, with a 44% increase in volume of advertising we can properly say—"Business is Better".

# STEEL

PRODUCTION • PROCESSING • DISTRIBUTION • USE

*For forty-eight years—IRON TRADE REVIEW*

CLEVELAND

New York

Pittsburgh

Chicago

Washington

London

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## Cosmopolitan's Latest Romance.

It's not fiction, this latest romance of Cosmopolitan's, nor a story of love. But it has the blood of adventure and a sure, swift-pointed moral.

Early in 1932 Cosmopolitan embarked upon a promotion plan showing advertisers and their agency advisers how good the publication was editorially. To give them a better understanding of the editorial "why" behind readership, circulation and results.

Space to reach the *Merchandisingly Alert*—the PRINTERS' INK audience—was about tripled over the previous year, reduced in other less vital publications. Concentrating with this important audience meant dominating at least 85% of Cosmopolitan's potential business.

The results from this campaign upon schedules for 1933 were highly satisfactory. Cosmopolitan almost alone among large general magazines showed a gain in advertising lineage and revenue.

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Pages of advertising run by  
Cosmopolitan in PRINTERS' INK.

<i>Pages</i>	<i>Pages</i>
1920 . . . 9	1927 . . . 52
1921 . . . 6	1928 . . . 21
1922 . . . 46	1929 . . . 5
1923 . . . 52	1930 . . . 36
1924 . . . 43	1931 . . . 35
1925 . . . 28	1932 . . . 98
1926 . . . 76	1933 . . . 55
(1934 schedule 108 pages)	

Unintelligent editorial criticism to representatives took a noticeably sharp drop. An attitude of friendly acceptance became more and more general. Advertisers and agency men were found becoming interested readers, who never before gave it more than a glance. Strong, intelligent salesmanship backing up the promotion secured 107 new accounts. The effort was carried on well into 1933.

And now for 1934 Cosmopolitan contracts for 108 pages of advertising to the *Merchandisingly Alert* through P. I. Already 55 new accounts secured for 1934 added to last year's 107 new ones. And increased schedules from 36 old advertisers.

There's the adventure and the romance. And the moral? It pays to advertise—especially if you know how and where.

There's more advertising business—linage appropriations—to be had by selling the *Merchandisingly Alert* than anywhere else in the world. Come and get it!

# Local Interests Take Space to Offset Goodwin

## Women Warned to "Investigate Before You Sign Up"

FROM Chicago, Adolph O. Goodwin, organizer, shoots spectacular literature to newspaper publishers, clergymen, and church women, urging them to line up under his ambitious Plan, by which he proposes to boost the sales of "listed" products through the efforts of commission-paid "good-news broadcasters"; and here and there he continues to stir up community tempests.

Right now, a whirlwind swirls in Houston, Texas—a whirlwind, incidentally, that may symbolize the next phase in the evolution of the Goodwin situation.

Thus far, the Plan has been discussed and attacked in ministerial meetings, from the pulpits, and in the editorial pages of the religious and secular press. Now, in Houston, local business men take a hand—and through the medium of newspaper advertising space.

Co-operatively, six enterprises have launched an advertising campaign, directed at Houston's church women and urging them to investigate before they sign as "broadcasters."

Avoiding mention of the Goodwin Plan by name, but describing it in sufficient detail to disclose its identity, the first advertisement in the Houston campaign quoted excerpts from editorials in the *Christian Advocate*, italicizing such comments as this:

"It is not difficult to visualize endless complications, complaints, jealousies, estrangements, and factions in a church whose organizations have been signed up for a scheme so full of the seeds of discord."

The copy asked the Houston church women: "Do you want to be bound by three-year agreements? Do you want to be bound to influence others to favor food products 'listed' in preference to

those of your own merchant friends who may be or may become active members of the church?

"Do you want to commit yourself and your friends to favor national products over locally manufactured goods of equal quality?

"Do you want to be restricted as to any other means of raising money for your group?

"Why have to sign up? Why should not the plan stand on its merit? Why should you not be able to 'take it or leave it' as you like, and as occasion requires when purchasing?"

The second advertisement in the series devoted itself to an analysis of the Goodwin scheme's pertinent points. It quoted from Goodwin's own literature:

"1—JUST ASK at least ten housewives to save evidences of sale from products listed.

"2—JUST COLLECT these evidences of sale once a month, and forward them.

". . . and we will collect from the manufacturers . . . the 2 per cent . . . and when obtained from the manufacturers, will send you our own check."

### The Broadcaster's Dividend

What a broadcaster gets, the copy proceeded, is approximately this:

After you have shipped your evidences of sale, "your shipment of labels, cans, bottles, caps, lids, boxes, buckets, barrels," and after they have been received in Chicago and checked by Goodwin and after the figures have been certified to the "several hundred firms hoped to be involved," and after the firms have remitted to Goodwin, "then you are to receive what is left of 2 per cent of the total purchase price of the articles you have induced your friends to buy."

As pointed three-year "add reserve of be about the ch etc."

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As a "broadcaster," the copy pointed out, "you must sign a three-year contract" in which you "add your own endorsement unreservedly to the plan in a number of beautiful and sonorous phrases about 'fair and dignified' help to the churches and 'social justice,' etc."

Further, you testify, over your signature, that the plan is "an effective instrument . . . to put social principles into actual effect"—this, the copy explained, "all because you have solemnly contracted in the name of your church group to become salesperson for their selected merchandise and to get at least ten other women to do the same!"

#### Broadcasters Pay Shipping Charges

The campaign has not failed to emphasize that the "broadcasters" themselves are to assemble the various kinds of "evidences of sale," pack them and ship them to Chicago—and stand the shipping charges.

The most recent advertisement in the campaign, covering again some of the arguments of the preceding advertisements, quoted the Houston Ministerial Alliance, the United Stewardship Council, the *Religious Telescope*, the *Baptist and Reflector*, the *Presbyterian Banner*, the *Churchman*, *Zion's Herald*, and the *Christian Advocate*—all opposing.

"We believe," the copy concluded, "that it will pay you to investigate carefully before committing your group to any such plan."

If further advertisements in the Houston campaign are to cite and quote opponents of the plan, they are not likely to overlook the Congregational and Christian Church, whose 6,000-odd churches enroll more than a million members. At a meeting in Evanston, Ill., 250 Congregational-and-Christian secretaries, State superintendents, mission board members, and committee men and women voted their protest against church "exploitation" by the Goodwin Plan or by any other plan like it.

## If YOU WANT TO SELL *Automobiles* THERE IS *No* *Substitute*

The human brain conceives many ingenious ways to advertise. There's the sandwich man for instance; a nice, congenial enough sort of fellow, but he circulates mostly around lodging houses and three-for-a-quarter pubs. You can't sell very many automobiles there. Flag pole sitting isn't as popular as it used to be either. Banner decked floats add a lot to a parade, but we can't have parades every day.

This market takes an awful lot of automobiles every year . . . big ones and little ones . . . tastes and pocketbooks are about evenly divided. And like most everything else families do their buying through *The Newark Evening News*. For ten consecutive years this medium has published more automotive advertising than any other morning or evening week-day newspaper in the United States. Over 69% of all automotive advertising placed in Newark newspapers (daily and Sunday) last year appeared in the *NEWS* . . . 653,527 lines more than all the other local papers combined. You certainly should be able to utilize this buyer influence to good advantage.

### Newark Evening News . . . America's

*Largest week-day newspaper*

EUGENE W. FARRELL, Business and Advertising Manager, 215-221 Market Street, Newark, New Jersey. . . . O'Mara & Ormsbee, General Representatives, New York, Chicago, Detroit, San Francisco, Los Angeles.

# Advertising Distinction

LANCASTER, PA.

Editor of PRINTERS' INK:

As a college student in advertising, I have had impressed upon me through PRINTERS' INK, text-books and lectures that an advertisement gains potential sales value through distinction over other advertisements. However, this doesn't seem to follow in practice. Most ads seem to hint vaguely of other ads.

For instance, comic strips are being used to sell soap, cigarettes, breakfast food, health drinks and a thousand and one other items. The novelty has worn off and readers are being convinced that these comic strips are neither different nor comical. The first radio program that kidded its sponsor and its sales talk was interesting, but since quite a few do it now, it has lost a good deal of its flavor.

Perhaps it is reasoned that if one type of appeal was successful for one company, it will be great for another. Imitation may be the most sincere type of flattery, but it doesn't gain any distinction for itself. Perhaps the millennium will be reached when Macy's gives credit service to customers, and Gimbel "endeavors to sell for 6 per cent less."

ALBERT A. NAULTY.

**D**ISTINCTION in advertising can never depend on a peculiar scheme of copy, or a novel medium, or a trick gadget. No method of doing anything has ever been

devised that cannot and will not be aped. An advertiser who relies on stunts of any sort to get attention must have an inventive mind if he wants to keep ahead of the pack.

Advertising distinction is beyond and above any suspicion of trickery. Imitators fall short of equalling or approaching it because their kit of tools fails to contain the alembic that refines—renders this advertising distinguished in the minds of people.

Gaud, tinsel, flash, vulgarity will never make advertising distinguished, even though they may help a product to sell as it never sold before. There is something to ponder over.

Neither is distinction attained only by means of elaborate display and dominating space. The elder Powers implanted it in the advertising of Macbeth lamp chimneys in modest space and at slight expense.

The needed elements are sincerity, truth, straightforwardness, simplicity. Youth is apt to get side-tracked when it sets out to study the advertising business. There are veritably more things in heaven and earth to stop the eye and ear than have ever yet been dreamed of. But there is danger ahead if the generation that one day will direct the destinies of advertising seeks for these things to the neglect of the fundamental verities.

## Has All of PX Advertising

Smith & Drum, Los Angeles, has been appointed by the PX Products Company, Detroit, to take over the Eastern advertising of PX Solution and Mouth Wash. In the past Smith & Drum directed the Western advertising only. Radio, newspapers, window displays and demonstrations are being used. Activities for the present will be centered in Los Angeles, San Francisco, Seattle, Chicago and Detroit.

## Advanced by Brinckerhoff

Robert Peterson, copy writer of Brinckerhoff, Inc., Chicago agency, has been named manager of its copy and production department.

## Seek Radio Charter

A petition for a charter for the Georgia Broadcasting System, Inc., "to own or lease radio stations as well as to engage in radio advertising" has been filed with the Fulton Superior Court by H. L. Morrill, Jr., J. H. Powell, George C. Niles, and Mrs. Mae P. Eckford. All are officials of the recently re-organized Eckford Advertising Agency, Atlanta.

## Gets Illinois Appointment

Knowlton L. Ames, Jr., assistant to the publisher of the Chicago *Daily News*, has been appointed director of finance in the cabinet of Governor Henry L. Horner of Illinois.

# Why Women Will Not Buy by Specification

(Continued from page 10)

She has other uses for 50 cents than to buy a Government bulletin—no matter how logical would be its appeal. This we know from the exceedingly small number of Government home economics leaflets (of very fine value to housewives) which the Government has been able to sell, even at 5 cents.

But we must, for the sake of the argument, leap over Boulder No. 2 and forget such considerations as the great likelihood that the Bureau of Standards reports for March, 1934, would not have tested the spring styles of shoes which Mrs. John Consumer would like to buy. (It would in all likelihood be reporting on styles of months before.)

## Importance of the Style Element

Let us assume, however, that Mrs. John Consumer has the "Consumer's Guide" and that the spring styles are graded and reported therein. Now we are up against the next Boulder, No. 3. Mrs. John Consumer in buying shoes rates style and looks at about 60 per cent (according to my long observation and the usual opinion in the trade) and long-wearing qualities only about 10 per cent; the other 30 per cent being about equally divided between price and trade-mark. Therefore, Mrs. John Consumer, even if we will concede a miracle and imagine her as going to the shoe store with the "Consumer's Guide" in hand, will be able to rate its importance at only 10 per cent, since it deals only with the wearing quality of shoes. What, then, does Mrs. Consumer do? She will use her eyes at shop-windows, and noticing what other women wear, will buy without a glance at her "Consumer's Guide." Influenced to a greater extent by price and trade-mark reputation, she will go to the store she knows,

selling within her shoe price range and pick what delights her eye. Even if the shoe clerk should, perchance, remind her that the shoe she likes is a Grade C shoe and that for only 75 cents more she could get a Grade B shoe of longer-wearing quality, she will likely keep her choice, because it happens to captivate her.

The point is that she does not make what you might call an engineering appraisal of her shoes; not even always a style appraisal. She will buy on whimsy, on personal obsessions or vanity, or because she saw Mrs. Brown, her friend, fitted attractively with the same shoe.

(Do not imagine for a moment that Mrs. John Consumer will forget to *shun* that brand of shoe the next time if she doesn't like its performance. A trade-mark is a symbol by means of which one may avoid goods, as well as buy.)

Where is Mr. Schlink in such a procedure? Where is buying by specification? Frankly, it is nowhere. Precisely the same thing as this might be said to happen with stockings. Silk stockings are most troublesome items in the budgets of Mrs. John Consumer and her daughters, as are shoes, because they are prominent feminine vanity items, and yet most costly items if one is to purchase good quality. They are both items which compel women to have reserve pairs of different colors or types, to go with different colors and costumes, and this forces women like Mrs. John Consumer to buy on a basis very different indeed from the basis on which the Government buys shoes for the army. It forces Mrs. John Consumer to make all kinds of intensely human though illogical compromises, of a kind which are anathema to the male engineering mind of Mr. Schlink, *et al.* They have nothing, alas, to do with

ohms and ergs and with Btu's.

Mrs. John Consumer and her daughters flatly make the decision time and time again, that since they have only, let us say, about \$15 per person to spend on shoes per year, they would far rather have four pairs of shoes at \$3.75 each than two pairs at \$7.50 each.

The only one who can help the Mrs. John Consumers are the Henry Fords, the Campbell Soups, and other concerns who operate on the principle of developing, through large-scale advertising and standardization, a popular article for the great middle class, on a good quality, low-profit basis. Advertising—contrary to the warped ideas of the Schlinks—is one of the labor-saving tools for the accomplishment of this end, just like a multiple lathe.

Someone may complain of my shoe instance because it is a style item, a variety item. Let us take one of Mr. Schlink's own instances. In the *Economic Forum*, fall 1933 issue, Mr. Schlink tries to maintain an argument that electrical appliances are far below the engi-

neering standards they should have. He says that electrical appliances are today "as primitive as the blacksmith's forge," compared to what engineers could do if asked. Nobody doubts this as a theory.

It is true of almost anything—a Rolls-Royce or Hispana-Suiza car is certainly more up to what engineers can do than one of our \$445 cars of today; but how important is this theoretical pronouncement to the 24,000,000 people who cannot afford the Engineer's Pride cars, (at prices from \$5,000 upward)? My colored cook drives a car—it is the pride and joy of her life. What does she care about Mr. Schlink's lamentations that the car is not the proud ultimate product of engineers if they were given a free hand and plenty of money?

So let us hark back to Mrs. John Consumer in Huntington, and her desire for, say, an electric fan. She lives in a small rather poorly ventilated house, and she thinks an electric fan would be a nice comfortable thing. Quite true, if Mrs. John Consumer could act in

## 1057 Chevrolet Orders taken in Long Beach—in 8 Days!



Long Beach Press-Telegram  
Sunday, January 21

OVER 100,000 people crowded into the Municipal Auditorium to see the pre-showing of the new Chevrolet during the week of January 13 to 20.

Result: 1057 orders taken in 8 days!

From all over the prosperous Long Beach trading area they came, not only to see, but to BUY! And buy they did.

Such a pre-view, coming just before the Thirteenth Annual Long Beach Automobile Show, February 17, makes certain that this latter event will be the biggest of its kind in the history of this city!

If you have a real product to sell, there are no better mediums in which to advertise than in the two great daily newspapers which cover so completely this market of 300,000 people!

### Press-Telegram and SUN

LONG BEACH, CALIFORNIA

ADVERTISING: Daily Bureau of Circulation and the Major Maritime Newspapers, Inc.

National Representatives: WILLIAMS, LAWRENCE & CREMER CO.  
New York • Chicago • Denver • San Francisco • Los Angeles



the same way unhampered by financial considerations that Mr. Schlink asks for engineers, she would doubtless pay \$30 or more for a very good Westinghouse or G-E fan.

But once more Mrs. John Consumer's desires are in conflict with her budget. She *should*, doubtless, read Consumer's Research bulletins which tell how all electric appliances are still as crude as blacksmiths' forges; and she *should*—and doubtless has—read magazine advertisements about high quality fans. Truth to tell she shouldn't buy *any* fan, because she can't afford a good one; or she should shop very carefully and competently, and buy one of the few fairly good ones which are of reliable make and also inexpensive.

#### It Doesn't Work That Way

But what does Mrs. John Consumer actually *do*? She is very hot one humid day. She goes out in a hurry to buy and sees some little fan at a very small price and buys it because the price represents about all the money she can spare. The fan wheezes along for a season and goes on the junk pile.

That fan, if truth be told, was not some diabolical manufacturer's plot to gyp Mrs. John Consumer, but a slick chain-store merchandiser's understanding of Mrs. John Consumer's psychology and purse. He knew that a window display in July of gadget fans at \$1.49 would get Mrs. John Consumer's eye. He knew that the advertisement-reading, thinking Mrs. John Consumer would buy *no* fan if she couldn't buy a competent one of reliable make—but he counted on the Mrs. John Consumers on that lower level. Therefore he ordered a manufacturer to make such fans, (without the maker's name on them, for no maker could be proud of it). If there's a culprit in this situation, therefore, all are alike guilty, the chain-store merchandiser, the maker, and Mrs. John Consumer—if not also the makers of good fans who have not advertised pointedly enough in language the Mrs. Consumers all

understand, the economies of buying a good fan.

The advertising of the quality manufacturer is (or can be) far more potent than the efforts of Mr. Schlink and Consumer's Research in teaching women to avoid shoddy merchandise. That has been the theme-song of most good advertisers for decades, and in my specific observation has accomplished a very good job. We have come so far from the standards of the Nineties that we are turning to look back and laugh uproariously at what we were then satisfied with.

Mr. Schlink, I am convinced, is tremendously over-specialized in his point of view. It is clear after reading his *Economic Forum* article that he is decidedly *metric-minded*, as so many engineers are. Or we might say that he has a *slide-rule psychosis*. He is evidently only another version of a technocrat. By this I mean that he has a fatuous faith in technical detail and mechanical excellence as a guide to buying. He is apparently blind to the real psychology of purchase by women. His psychosis is rather delightfully evident in his statement that electric refrigerators are not yet perfected (see *Economic Forum*). Consumer's Research subscribers are thus placed in the despairing position of having to buy imperfect goods or do without electric refrigerators altogether!

#### A Swap of Trade-Mark Confidence

Buying by specification is no solution for American consumers, although all effort is good to better the values, the dependability and price, and to increase our knowledge of the worth of an article. Consumer's Research has simply been arguing that we *swap one trade-mark confidence for another*; arguing that we reduce or destroy our trust in Heinz or General Foods, etc. and replace it with trust in the say-so and mark of approval of Consumer's Research, or some Government departments (which make plenty of errors and impractical judgments as I know). Either one of these methods calls

for an act of faith and confidence, because it is inhuman to ask anyone, particularly a woman, to master the technical details of all goods she purchases.

And, of course, Mr. Schlink, an engineer, does not comprehend how *value*, as a woman householder must judge it, is to a considerable degree psychological. Break down a householder's value ideas about a specific article and you will find that it may be composed of these divisions—

- 20% technical considerations
- 30% price and economy considerations
- 10% convenience and availability considerations
- 10% æsthetic or emotional considerations
- 10% social or imitative considerations
- 10% idiosyncratic, human and illogical considerations
- 10% recommendation, service or habit considerations.

I am merely illustrating here the inside of a woman's mind about buying. She is not the grim-jawed technical logician or female engineer whom Mr. Schlink visualizes as a consumer, and woe betide the world if she were. She would count the world well lost if shopping meant going about with the Consumer's Research Bible gripped ominously in her hand, as a sword with which to slay the big bad wolves, the manufacturers. She is too much the artist, the humanist, aware of a whole gamut of values other than the phantasmagoria of wheels and ohms and B t u's which is Mr. Schlink's idea of a perfect consumer heaven—but which is frankly Mrs. John Consumer's idea of no place to go!

It seems so hard for Mr. Schlink to grasp the idea that Mrs. John Consumer is *not* to be thought of as a purchasing agent possessing the type of mind operating in a big industrial plant, surrounded with technical experts, but a cold-blooded, scientific shark for the wheels, ohms and B t u's. That is not the conception of buying which Mrs. John Consumer has fostered in America or wishes to foster. She

has more subtle values to buy; and she is not fitted to be a fully scientific buyer. She much prefers to follow a symbol of good-will and guarantee of satisfaction, and use a club over those who do not serve her well, *particularly, that devastating club, silence and failure to purchase or repeat*. I assure you it works swiftly and terribly, for I have lived to see thousands of the shoddy, cheating manufacturers against whom Mr. Schlink fulminates, shoot their wad and die.

Many of them ought to be stopped from advertising at all (and I believe heartily in elevating the standards of admission by periodicals). Others are only to be pitied, for they put their life savings into a business which had no chance—a mournful fact which a consumer survey might have disclosed.

Little as Mr. Schlink will like it, I must call him and his associates *high-pressure salesmen*, using the self-same device which is the oldest stand-by of the high-pressure salesman; namely the "parallel" argument. They have stumped up and down the country energetically and intensively selling their doctrines through the use of this parallel. They show you instances of how some very bad men have sold rat poison to babies; cited examples like Insull and Mitchell who have roped us in, and presented proof of advertisers who have made false claims. "Do you deny these facts?" they shout. Sorrowfully you answer no. "Then," say they triumphantly, "you must believe us when we say you are roped in by the whole crew of manufacturers, by everybody operating on the profit system, in fact."

This is precisely how the old high-pressure phoney stock salesmen used to operate, I recall. They would show you most respectable and indisputable evidence that gold had been discovered at the Miracle Mine, at a certain place in the Sky-High Hills, and rich profits made by the lucky investors. "Do you deny these facts?" they would ask. No, you couldn't—the certified proof was there. "Then," they

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would say, triumphantly, "you must admit that *our* mine, located adjacent to the Miracle Mine, must also have the same characteristics and prospects." Schlink discovers ten crooks and profiteers in advertising, and thereafter all advertisers are crooks; the entire profit system is all wrong. To him the outmoded "parallel" argument is still gospel!

As a consumer who represents the real, not the biased interests of the consumer, I assert that Mr. Schlink and Consumer's Research are undermining the consumer's best interests (blended with a certain amount of admittedly valuable service and information which one may readily concede). They are doing their best to annihilate that spirit of co-operation and sense of mutual interest which good manufacturers and millions of American women have built up (and which Mr. Palmer of Cluett, Peabody describes typically in

PRINTERS' INK of January 18, in an article, "Why Buying by Brand Is Better Than by Specification").

I am strong for having a still larger number of manufacturers and advertisers adopt the most complete consumer and market research methods, and I am all for applying every possible pressure to eliminate false and misleading advertising. There is room for much progress in these directions, and there has been fairly constant progress.

I still think we ought to organize Consumer-Manufacturer groups, operating like Parent-Teacher organizations, to carry out to a still fuller extent the helpful relationship between maker and consumer. We should treat as public enemies those who would destroy such co-operative relationships, just as we now agree that fomenters of hate between employer and employee are public enemies.

In my frequent travels abroad

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## *Bridge the gap from factory to European customer*

**T**o American Manufacturers either wishing to reduce existing distribution costs in Europe, North Africa and Near East, or to extend their operations to these markets with efficiency and economy.

Well known company with Anglo-American board and organization covering above territory has unique proposition to offer, greatly improving the services normally rendered by so-called New York export departments.

- Will those interested kindly write to "B," Box 172, care of Printers' Ink ●
-

and in meetings with home economics leaders of other countries, perhaps my most outstanding impression has been the almost total lack of any helpful, informative relationship between foreign sellers of goods and foreign consumers. The comparison with this country is startling; and foreign consumer leaders who have been my guests here in America have enviously exclaimed again and again at the fruitful co-operative, educative re-

lationship between home goods producers and American women. I assert that this achievement is a very real American accomplishment, vital to progress, and that it is very silly and very destructive to be so confused in mind as to place all home purveyors in one pot and call it black. Real consumer interest calls for *discrimination*; and discrimination is the most fundamental reason for advertising and trade-marks.

## Bock Beer on Tap Again

THAT goat is back here again. His picture is in advertising space in the newspapers; and you'll be seeing him soon in the windows of taverns.

He heralds—if a goat actually may be said to herald anything—the arrival of bock beer; and so he comes, as he used to come every year before Prohibition, as another harbinger of spring.

In Pittsburgh, the Pittsburgh Brewing Company takes quarter-pages to announce Iron City Bock.

Under a picture of the goat, the copy carries this stirring message:

"ANOTHER OLD FRIEND  
Back Again!

"Here it is: Iron City Bock Beer. After an absence of fourteen years, good old Iron City Bock is back again, as good and as temptingly delicious as ever. In the old days, Bock was among the first signs of spring, and the familiar goat's head was a welcome sight.

"After aging through the long winter months, Iron City Bock Beer is now ready for you in bottles as well as on draught . . ."

### Changes on "Power"

L. Guerin, who has been in charge of New York and New England territories for *Power*, New York, a McGraw-Hill publication, has been appointed to a position on the group sales executive staff of the company. S. H. Quarles, who has been in charge of Philadelphia territory for *Power*, will take over the territories formerly covered by Mr. Guerin. C. R. Long, who has been sales promotion manager, will take over the Philadelphia territory.

### Detroit Magazine Group Elects

The Magazine Club of Detroit has elected the following officers: President, E. T. Combs, *Good Housekeeping*; vice-president, R. H. Motley, *Collier's*; treasurer, W. H. Larkin, *Ladies' Home Journal*, and secretary, Herbert N. Williams, *Liberty*.

### Appoints Presbrey

The Pyramid Trading Company, Inc., wines and liquors, has appointed the Frank Presbrey Company to handle its advertising. Newspapers and magazines will be used.

### Agency Group Making New Plans

The Advertising Agencies Institute of America is considering re-organization as a regional association of Middle Western advertising agents, according to tentative plans advanced at a meeting of Institute officials, members and prospective members at Chicago last week. While actual details of the proposed new set-up have not yet been completed, they are now under way and, if found feasible, will be announced within a short time. The projected organization would be something along the lines of the Pacific Coast Advertising Agencies Association.

### Incorporate Bott Agency

The Bott Advertising Agency, Little Rock, Ark., has been incorporated. Officers are: Leo P. Bott, Jr., president; Edwin M. Phillips, vice-president in charge of the agency's New York office; Arthur Bott, vice-president and W. B. Watterson, secretary.

### Has Graves Gin Account

The C. H. Graves & Sons Company, Boston, Graves gin, has appointed Topping & Lloyd, Inc., New York, as its advertising agency.

# Groucho

is coming back

Next week Groucho will return to the pages of PRINTERS' INK.

He will bring back all of his hatred of bunk, his keen penetration of the ornate facades behind which lurks vacuum, his firm belief in the essential value of good advertising.

Whether you agree with him wholeheartedly or disagree with him violently, you should read his wise and caustic comments on this business called advertising.

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

John Irving Rorer, Editor and President  
1908 — 1933

PRINTERS' INK PUBLISHING CO., INC.  
185 MADISON AVENUE, NEW YORK

ROY DICKINSON, President  
DOUGLAS TAYLOR, Vice-President  
R. W. LAWRENCE, Secretary  
DAVID MARCUS, Treasurer

Chicago Office: 6 North Michigan Avenue,  
GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street,  
GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street,  
A. D. MCKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager.  
San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50  
for six months. Ten cents a copy. Canada  
\$4 plus duty \$2.60 a year. Foreign \$5 a year.

Advertising rates: Page, \$135; half page, \$67.50;  
quarter page, \$33.75; one-inch minimum, \$10.50;  
Classified, 75 cents a line, minimum order \$3.75.

G. A. NICHOLS, Editor  
C. B. LARRABEE, Managing Editor  
R. W. PALMER, Associate Editor  
ANDREW M. HOWE, Associate Editor  
BERNARD A. GRIMES, News Editor

H. W. Marks Arthur H. Little  
Eldridge Peterson S. E. Leith  
Joel Lewis

Chicago: P. H. Erbes, Jr.  
London: McDonough Russell

NEW YORK, FEBRUARY 22, 1934

## Mr. Dunn's Good Ideas

After the smoke of battle over pending foods and drug legislation has cleared away, advertisers will find that they owe a debt of gratitude to Charles Wesley Dunn for the clear thinking and earnest effort he has devoted to it.

For, as we suggest on another page, he has now brought forward some material which will probably result in the enactment of a practically perfect bill governing the production, advertising and merchandising of foods, drugs and cosmetics.

PRINTERS' INK said last week that the Copeland Bill—which it characterized as "pretty good"—was far from perfect, but that these imperfections could and doubtless would be rectified through amendment.

The Dunn bill offers the psy-

chological opportunity to make these desirable changes in a way that will fully meet the requirements of the situation and give every honest advertiser a square deal.

For one thing, the result of Mr. Dunn's many years of experience in the food and drug field is shown in his bill's wise provision for one minimum standard for any generic food. This would give adequate protection to well-known proprietary foods made by leading manufacturers—and make sure that valuable trade names in this field shall not be saddled with unfair and arbitrary burdens.

Mr. Dunn's bill comes from the depths of profound legal and merchandising knowledge. He knows what he is talking about. His ideas, therefore, should be given respectful and sympathetic hearing. And of course they will; Senator Copeland's friendly receptiveness to constructive suggestions is sufficient evidence of this.

## Advertising on the Spot

Bernard Lichtenberg, in a Boston address the other day, expressed concern over the "attitude of certain high officials in Washington toward advertising."

This attitude seems to be one of thinking that the non-advertiser is able to sell his product at a lower price than his competitor who does advertise—and that therefore there should be a differential between the two. In other words, the advertiser should be penalized because he advertises.

Mr. Lichtenberg might have been much more emphatic in his remarks. For there is such a feeling in high official places in Washington.

Recently H. K. McCann had a little argument with Secretary Ickes over a purported effort by the Oil Administration to force the Standard of New Jersey and other large companies to sell gasoline in the

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District of Columbia at half a cent a gallon below the price charged by the independents.

Secretary Ickes was prompt in his denial. It seems that the suggestion was not made by him personally but by one of his assistants.

A day or two later, however, Mr. Ickes was quoted as saying that oil distributors who advertised should, in all fairness to the independents, sell their product at a price higher than their unadvertised brands. While no order was issued, the Secretary's general attitude toward advertising is plain—that is, if he was quoted correctly.

And then there is the case of an NRA official who cannot be named here because his expression was made in confidence.

This well-meaning and pleasant-speaking person was asked point-blank if advertised goods in general should be subjected to the penalty so blithely suggested by the Secretary of the Interior. His reply was that they should. Advertising, he said, represented a definite part of the cost of doing business and that therefore those who were not able to pay for the advantages it created should be privileged to make up the difference, so far as possible, by underselling the advertised product with the approval and blessing of the United States Government.

This is not funny at all, and **PRINTERS' INK** hopes later on to be able to make some concrete suggestions which may help to change official sentiment.

The encouraging angle in the situation is that the Washington people are not out deliberately gunning for advertising as some seem to believe. They are sincere in their attitude. And this attitude, it must be admitted, is due in no small degree to the fantastic performances of certain advertisers who have abused their privileges

in such a way as to make the intelligentsia conclude that advertising as a whole is an evil to be stepped upon for the general good of the consumer.

They are, however, willing to be shown. The NRA functionary above referred to admitted in answer to a question that if he could be shown that properly used advertising actually did give the consumer a superior product at a lower price, he would change his attitude.

He expressed serious doubt, however, that such a showing could be made. Of course it can be made and that it has not been made up to now is one of the things that are difficult to comprehend.

Mr. Lichtenberg thinks that an organized effort should be made to extend some elementary instruction to those in the nation's Capital who are thus fighting advertising more on account of misinformation than from malice. He is right.

Meanwhile, it would help a great deal if individual advertisers would be a little less vociferous in their demands that the present scheme of things should in no way be disturbed. Something pretty hard is going to hit them one of these days unless they show more of a receptive attitude—more of a willingness at least to discuss the matter amicably.

### **Bigger and Better Consumers**

If consumption is to become a separate walk of life, then consumers ought to be taught—and not by mail.

Somehow, a correspondence course in consuming seems to leave much to be desired. To be sure, we have seen the material of only one such educational institution—that of F. J. Schlink and his associates, who pump consumer erudition into the post office of Washington, New

Jersey; but if we may consider this one the precedent it is likely to become if it prospers, then we feel that any such method, constituted along similar lines, inevitably will operate under handicap.

The lessons are jumpy. In a single session the student finds himself at one moment in a class on food and at the next moment in a class on office supplies. Bewilderingly, he leaps from vitamins in rations to vaunted verities in rubber stamps. There is no provision for the correction of students' papers, and none for students' examinations. And, for the life of us, we can't figure out how any student can tell when he is fully educated; for the term just goes on and on, without pause, without end, and—as far as we can discern—without a diploma.

In addition—and this characteristic of by-mail teaching of consumption we find particularly dismaying—there seems to run through all the instructional material a kind of bilious and wild-eyed bias. To the learner it must often seem that he is in the same position as would be a student of mathematics, essaying to learn calculus from a professor who harbored a snarly dislike for the figure 5.

Let consumption be taught openly and without ire in our established seats of learning.

Let consumers be schooled, not in *what* to consume—for on that score, in all its details and ramifications, they make up their minds for themselves—but *how*. For their own happiness, for the country's prosperity, let them be taught how to consume more, and how to consume faster.

### Devil's Advocate

The original devil's advocate was the person appointed to contest the claims of a candidate for canonization before a papal court.

In modern business the devil's

advocate is a lawyer who takes the case of a threatened plaintiff and argues it before the legal department. If he can make a good case, the company is likely to settle the suit in advance. If he can build only a weak case, the company goes to court to defend itself.

There should be more devil's advocates in the advertising profession. More than one manufacturer and agency could well afford to hire one in the form of the skeptic, the typical unbeliever, the consumer who would say "Oh yeah?"

Let the new copy idea be submitted first to this person whose job it would be to pick flaws in its boastful or exaggerated statements from the standpoint of the housewife or other final consumer. A newly discovered pseudo-scientific claim would be checked at the doctor's office or the dentist's office by this unbeliever and would then probably be discarded.

After this critic got through with his work, it is safe to say that much copy would be made far more believable.

### Mr. Thorp Speaks

Willard L. Thorp, that smart corn-cob

pipe-smoking young New Englander who heads the Bureau of Foreign and Domestic Commerce, reports that merchandise sales in small towns and rural areas for January were 45 per cent more in dollar volume than in January a year ago.

Maybe agricultural relief and other extra curricular activities helped produce this effect.

But let's not quarrel about the cause. The point is that the farmer is buying his head off. And when he gets that way he's a hard man to stop.

Mr. Thorp's news is cheerful and significant.



## Newell-Emmett Company

*Incorporated*

*Advertising · Merchandising Counsel*

40 EAST 34TH STREET

NEW YORK

*Yes, we are growing.*

Slowly—as the increasing ability and experience of our staff make it possible to spread work and responsibility.

But never spreading so thinly as to risk our original policy of "Not how much, but how well."

"NOT HOW MUCH, BUT HOW WELL"

## The Little Schoolmaster's Classroom

**T**WO things stand out in the cartoon album for children recently brought out by the Aetna Casualty and Surety Company.

One is the inoffensive manner in which the advertising message is delivered to parents, for whom obviously the book is ultimately intended. The other is the effective use that has been made of illustrations that had previously appeared in the company's advertisements in other mediums.

Too many pieces of advertising literature designed for the edification of children, turn out to be advertising and sales discourses pure and simple.

Aetna makes no secret of the fact that a portion of its booklet is devoted to a sales message. At the head of a page which contains six lines of copy and a scattering of small advertisements illustrated with whimsical pen sketches, there is this gracious warning: "This page is really for your Daddy

... but we hope you'll like the pictures!"

The rest of the album, however, is exclusively for the children.

The young artists were to color the large black-and-white outline illustrations on each page with paints or crayon, using for their model a smaller rendition of the same design printed in the artist's own suggested color scheme. Under each cartoon an appropriate jingle appears, humorously interpreting the subject and painlessly drawing the insurance moral implied.

The albums are being distributed by Aetna agents.

...  
Spelling of sponsor's names may eat into the time of the radio commercial and it undoubtedly is monotonous to a number of listeners but it is necessary and important.

Here is an experience contributed by a member of the Class as



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a case in point. The program offered a premium to those who would send in carton tops of the sponsor's product. The product is so well known that it was thought name mention would be sufficient identification.

There was some consternation when returns started coming in. They included not only carton tops of the sponsor's product but tops of products of five other manufacturers, non-competitive. Each request was answered with a premium together with a letter explaining the misunderstanding.

Script was quickly revised so that following broadcasts include a spelling of the sponsor's name and that of his product as well.

• • •

Purchasers of a pair of pruning shears made by Seymour Smith & Son, Inc., are entitled to a booklet, "How to Prune." Some of the cardboard shears-containers carry a coupon to this effect. In other cases the coupon appears on a folder inside the container. In either case the coupon will be accepted by the manufacturer in payment for the booklet.

To the Schoolmaster this procedure seems to be a good idea, on three counts. The customer gets something that he was not entitled to receive before he bought; the booklet may help him to use the shears satisfactorily and the company is provided with a mailing list of customers. Fairly satisfactory indirect dividends on a sale, is it not so?

• • •

Shadowed forth from the following tale there are, perhaps, two morals.

One is that if you aspire to rob a bank and prefer to make your getaway unpunctured, use a Ford V-8.

The other is that if you, a manufacturer, want to insure that your advertising will attract at-

**A GROUND-FLOOR OPPORTUNITY** for an Advertising-Sales Executive with some money to secure an interest in a "ham and eggs" result-getting service for Advertisers. Earnings should be better than good. Either Eastern or Middle West territory as an active partner with associates he will find O. K.

Contacts with many logical prospects have already been established.

"General Manager," Box 174, c/o Printers' Ink, 6 North Michigan Avenue, Chicago, Ill.

### Packaging Coordinator!

Package advertising and package fabrication should be under one head—if you are a large user of packages, I will be valuable to you.

Ten years merchandising experience. Six years specifically in package merchandising, package advertising and fabrication entails a full knowledge of markets, materials and designs.

I am not an artist! Age 40—at present employed but organization unable to utilize my fullest capabilities. Address "D," Box 175, Printers' Ink.



### SCHOOLS!

A weekly review of the best examples of retail advertising. Contains an authoritative article on "How to Prepare Retail Advertising Layouts."

Write to Dept. D for Free Copy

RETAIL REPORTING BUREAU  
Meyer-Seth Company  
71 W. 35th St. New York

*Frank H. Meeks*  
THE SALES-LETTER-WRITER  
YOU KNOW

**MY FEES WILL SURPRISE YOU**  
Sales Promotion . . . Merchandising  
299 Madison Avenue, New York

## PRINTERS' INK:

Please enter my subscription to PRINTERS' INK. Send invoice for \$3.00 to cover a year's copies.

Name.....  
(position)

Company.....

Street.....

City and State.....

## Tradepaper Opportunity for Live Salesman

We want a working partner. We are a well-established tradepaper now making a profit. We are carrying the advertising of nationally-known manufacturers.

We offer a substantial interest to a live-wire who wants to get into business for himself. Investment of \$5,000 to \$10,000 will purchase a worthwhile interest with a good paying position as well. Address in confidence, "C," Box 173, Printers' Ink.

tention, leave your advertising to your dealers.

Anyway, thanks to the vigilance and the co-operation of Class-member Ralph R. Mulligan, your mentor is able to bring to Class a specimen of copy as it flowers in Nebraska.

In Kearney, a motor car swooped to the curb before the Kearney State Bank. Out of it piled five men. "A bank holdup," the *Daily Tribune* chronicles, laconically, "was under way."

In the page-one news story, the *Tribune's* reporter goes on with the details. He tells how the bandits escaped with \$10,800, and took with them, for a few fevered miles, five hostages.

And over on page two, E. E. Wheatley, Kearney's enterprising Ford dealer, tells the story, too—but with more fireworks.

"Extra!" says Mr. Wheatley. "Extra! Ft. Kearney State Bank Robbed Saturday—Five Bandits with Five Kidnaped Victims. All Riding in New Ford V-8, Make Quick Getaway from Scene of Hold-up."

That's only Mr. Wheatley's beginning. He, too, recounts zippy details. A single-column heading under his "streamer" boasts: "Ten Persons Ride in Ford." Balanced against that remark is this: "Rugged Car Leads Chase."

And in the center, in a sort of cascade of inverted pyramids of excited type—

"Bank Robbers Choose Ford V-8 for Speed, Pick-up, Power, Dependability, Get-away."

"New Ford V-8 Displays Ability to Take Corners at Reckless Speed. Hold-up Men Insure Their Escape by Using a New Ford V-8."

"The Thrill of a Life Time—a Ride in a New Ford V-8."

Well, if this piece of advertising points to a trend, your Schoolmaster regards it with mixed feelings. The Class will concede that it does suggest a new copy angle for automobile advertising—some-

TORONTO  
MONTREAL  
WINNIPEG  
LONDON, EN

GIBBONS KNOWS CANADA

REGINA  
CALGARY  
EDMONTON  
VANCOUVER

## Classified Advertisements

Classified ads cost seventy-five cents a line for each insertion. Minimum order five lines costing three dollars and seventy-five cents. Classified ads payable in advance.

First Forms Close Friday Noon; Final Closing Saturday

### BUSINESS OPPORTUNITIES

Cover all Chicago Advertising Agencies, Advertisers, solvent printers and the ad trade with a \$1 minimum three line classified ad. Free sample copy on request. THE FONT, 417 North State Street, Chicago.

### SALES BUILT

I can increase sales for any good product, at small cost; through National Sales Promotion in Retail Stores and Wholesale Markets—Write Box 690, Printers' Ink.

### ADVERTISING AGENCY WANTED

Interested in outright purchase or purchase of control of small fully recognized advertising agency. Cash, good location, and attractive office quarters available. Responses confidential. Box 686, Printers' Ink.

### HELP WANTED

**Lithographic Salesman:** An unusual opportunity for a salesman experienced in general color lithography. Box wrap experience desirable. Give full information in first letter. Box 678, Printers' Ink.

**F-L-A-S-H** Wide Awake Designer-Letterer Needed—Also Good Retoucher, for Studio Servicing Large Manufacturer. Box 684, Printers' Ink.

**AMBITIOUS** young man, experienced buying for and managing gift shop or novelty business; experienced in correspondence course sale and development also desirable; salary and share in profits without investment; excellent opportunity if the right man can be found. Please write giving full details of your experience. Box 687, Printers' Ink.

### POSITIONS WANTED

**Woman, 30,** wishes opportunity to break into advertising. Writes good copy, fair knowledge of layout, typography and reproduction methods. Willing learner. Box 682, Printers' Ink.

### SEASONED ADVERTISING DIRECTOR

Manager of large N. Y. copy, plan, art, and contact dept. I have written and created over \$2,000,000 worth of successful copy and plans. Age 35. Box 677, P. I.

**Editorial Assistant and Secretary-Correspondent**—7 years' experience; alert young woman with executive ability. Efficient stenographer, pleasing personality, diplomatic interviewer. Assisted with promotion, rewriting, layouts & proofreading. Christian, highest references. Box 679, P. I.

**Printing Salesman**—now employed desires change. Plant must be properly equipped to handle better advertising agency business and others. Excellent contacts. Box 689, Printers' Ink.

**Secretary-Stenographer**—10 years' experience secretary and general assistant in advertising agency. Young woman, single, good education, personable. Initiative. Also familiar with newspaper work. Box 680, P. I.

**Advertising Manager (or Assistant).** Designer (product-label). Creative. 15 years' contact, research, promotion, merchandising, copy, layout, lettering; economical production. Executive. Good correspondent. Stenographer. Box 683, P. I.

**CONTACT WANTED** with firm or individual that can use a thorough business and sales executive who is a licensed Transport airplane pilot as well. Prominent references, 10 year successful record, age 30, now employed. This pilot-representative at one man's salary is profitable. Write Box 681, Printers' Ink.

**Jack of all Advertising Trades**—Copy, layout, production. Can personally execute all phases of an adv. assignment: newspaper, magazine ad, direct-mail or catalog. Experienced buyer of paper, printing, engravings, etc. Agency, publishing, mail-order experience. Age 29, Harvard grad., now employed. Box 688, P. I. 688, Printers' Ink.

### PUBLICATION MANAGER

I have an intimate personal knowledge of all phases of business paper publishing—mechanical, circulation, editorial and advertising. I would like to demonstrate to a business paper publisher that I can be a productive member of his organization. Telephone BEekman 3-4372 or write Box 685, Printers' Ink.

## CAUTION

Applicants for positions advertised in **PRINTERS' INK** are urged to use the utmost care in wrapping and fastening any samples of work addressed to us for forwarding.

Advertisers receiving quantities of samples from numerous applicants, are also urged to exercise every possible care in handling and returning promptly all samples entrusted to them.

thing to add a bit of dash to knees and streamlining. But if, on the other hand, bank bandits really constitute as important a market as Kearney's Mr. E. E. (On-the-Job) Wheatley believes they do, then your mentor worries a bit about social consequences that may ensue when automobile manufacturers take to segregating bank-bandit sections in their mailing lists, and sending special literature—and remembrance advertising! Something on this order perhaps:

Mr. 10998,  
Atlanta, Ga.

Dear Mr. 10998:

While you are resting between

♦ ♦ ♦

### Start Type Lecture Series

"The Parade of Type Personalities" is the title of a series of six lectures being sponsored by the Society of Typographic Arts of Chicago. William A. Kittredge, director, art, design and typography, R. R. Donnelley & Sons Company, gave the opening talk February 12 on "Sources of Type Beauty." On the following consecutive Monday nights will be given, in the order listed, the following talks: "The Graphic Renaissance" by Otto M. Forkert, director, design and typography, Cuneo Press; "Agency Typography" by E. Willis Jones, art director, Needham, Louis & Brorby, Inc.; "The Type Designer" by R. Hunter Middleton, type designer and director of type design department, Ludlow Typograph Company; "Newspaper Faces," by John A. Lyons, Mergenthaler Linotype Company; "The Type, Face Scoreboard," by J. L. Frazier, editor, *Inland Printer*.

♦ ♦ ♦

### Atlanta Club Elects

The Atlanta Advertising Club has elected the following officers: President, Oscar Strauss, Jr., who succeeds Charlton Keen; vice-presidents, Sam Dull, Russell Fay and Claud Grizzard; sergeant-at-arms, Howard Haire; secretary, Manget Davis, and treasurer, Wade Murrah.

♦ ♦ ♦

### Ludlow Advances Middleton

R. Hunter Middleton, chief typeface designer of the Ludlow Typograph Company, Chicago, has been placed in charge of the company's typeface design department, succeeding the late George O. Cromwell.

♦ ♦ ♦

### Carnation Appoints

Erwin, Wasey & Company, San Francisco and Los Angeles offices, have been appointed to handle the advertising of the fresh milk and ice cream division of the Carnation Milk Company in Northern and Southern California.

tours, you may find interesting the enclosed booklet describing our new V-8 Bullet-Proof Special. We call it The Scram. As you will observe, The Scram comes equipped with a new Smoke-Screen Spiller and a top-mounted Tommy-gun. We have enlarged the luggage compartment to hold—for hostage-kidnaping purposes—one bank president and three cashiers.

Under separate cover we are sending you, with our compliments, a friendly little gift that we hope you will find useful. It is a blued-steel, 45-calibre Teller Stopper.

See you when you get out.

Cordially yours,

### This Economist for Trade Associations

THE NEW ECONOMICS GROUP  
NEW YORK

Editor of PRINTERS' INK:

I read the article, "Trade Association Is Consumer's Most Powerful Ally," in *PRINTERS' INK*, February 8, with a great deal of interest, and I agree with it, naturally. It seems so absurd that Mr. Corbett, who is quoted, can make such generalizing statements; perhaps it is because of his lack of experience. May I point out, however, that not all "newer economists" think like Mr. Corbett and it seems to me also generalizing a little too far to consider Mr. Corbett a spokesman for all newer economists. Fortunately he is not, and I would be inclined to consider him ignorantly orthodox.

W. A. NYLAND,  
Executive Secretary.

♦ ♦ ♦

### Taylor Joins Chek-Chart

Leonard G. Taylor has been appointed assistant sales manager of The Chek-Chart Corporation, with headquarters in Chicago. He formerly was with the Amos Parrish Company and The White Motor Company.

♦ ♦ ♦

### Death of E. P. Brown

Edwin Perkins Brown, chairman of the board of the United Shoe Machinery Corporation and a director of the Boston Herald-Traveler Corporation, died recently at Boca Raton, Fla. He was sixty-five years old.

♦ ♦ ♦

### New Artists' Service

The Artists Reference Service has been established at Chicago to supply reference material for artists and advertising agencies. Mabel Thompson Miller heads the new business, which is located at 664 North Michigan Avenue.

# More Power to the Catalog!

A SALESMANAGER picked up the morning mail. On top were three small but profitable orders from three small dealers in three small towns.

He didn't have to glance at the map to know that no salesman had called on these dealers in months. But he knew the source of the orders, as he said, "More power to the catalog!"

Like many firms, his salesforce has been cut. Competitors' salesforces have also been cut. Literally hundreds of dealers in out-of-way places are seeing fewer salesmen than at any time since the horse and buggy. As in those days, dealers are again thumbing catalogs. And the best catalog wins!



It has been our privilege to help several well-known manufacturers to get more sales out of their catalogs by building more salesmanship into them.

Just call MEdallion 3-3500 and say, "I want to talk to someone about a catalog." We'll be right over!

## CHARLES FRANCIS PRESS

461 EIGHTH AVE., at 34th ST., NEW YORK

# DEPARTMENT STORE TREND!



In 1933 the Chicago Tribune led the second Chicago newspaper by 341,889 lines or 8.8%. In 1917 an afternoon newspaper led the Tribune by 1,101,464 lines or 53.8%. The Tribune increased its percentage of total lineage placed by department stores in the three newspapers from 32% in 1917 to 43% in 1933. The afternoon newspaper which led in 1917 suffered a decrease in percentage of total lineage from 49% in 1917 to 40% in 1933.



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